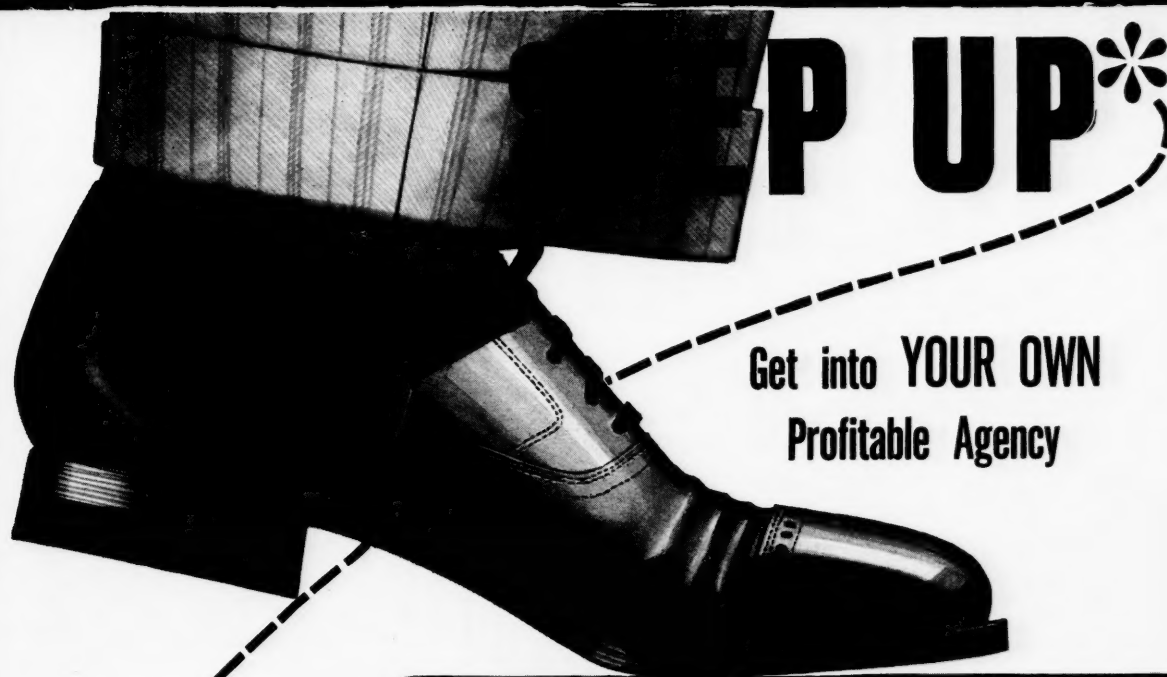


The NATIONAL UNDERWRITER

Life Insurance Edition



Get into YOUR OWN
Profitable Agency

The EXTRA HELPS of our Prosperity Contract make this step easy

EXTRA HELPS To Greater Income

- Liberal first-year commissions
- Monthly expense allowance
- Extra 1st and 2nd year renewals
- Continuous service fee after vested renewals expire
- Attractive retirement plan
- Success-proven training plans
- Group Life for career men



TAKE THIS STEP UP TODAY

If you've had successful life insurance experience and are 28 to 50, write for full details on our Prosperity Contract. Your reply will be held in confidence. Address —

Russell S. Moore, *Manager of Agencies*

The MIDLAND MUTUAL Life Insurance Co.,

250 E. Broad Street, Columbus 16, Ohio

EXTRA HELPS for getting and keeping good agents

Expense-Free Compensation. Compensation plan is separate from expense. Overwritings—1st year and renewal—are yours!

Vested Overwriting Renewals. Easy-to-attain qualifications entitle you to your renewals whether you live, die or quit.

\$10,000 Preferred Risk Contract. Competitive net cost. Attracts many new clients.

New Income Protection Rider. Complete. Adjusted to every need.

New Brokerage Contract. For life men. Top commissions, plus 1st year expense allowance and fully vested renewals.

Result-proved Direct Mail . . . and other unique sales plans. Make even new agents immediate producers!

TERRITORIES OPEN

Agency opportunities are open in these states—

Pennsylvania	Ohio	Tennessee
New Jersey	Iowa	Kentucky
West Virginia	Indiana	Illinois
North Carolina	Michigan	California

FRIDAY, JULY 18, 1952

"They Talk my Language"

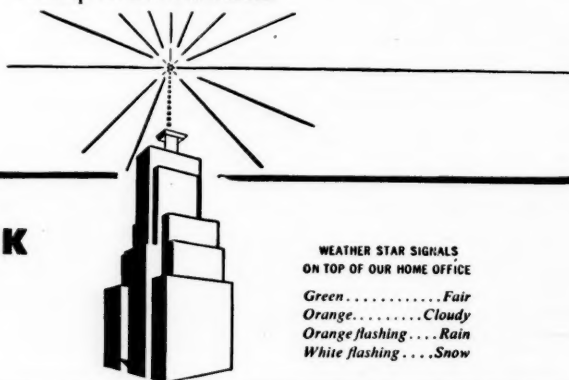


• These dynamic, new magazine advertisements for Mutual Of New York talk to prospects the way MONY Underwriters do. Their approach is direct, straightforward, convincing.

Look at the advertisement above—64,783,000 people did! It's just one in the big new MONY series of 2-page spreads and full pages; and it appeared in *Life*, *The Saturday Evening Post*, *Collier's*, *Time*, *Newsweek*, *Better Homes & Gardens*, *The American Magazine*, *Parents' Magazine*, *Sunset Magazine*.

These new ads sell—not vague general ideas like "security" and "protection"—but *money* for future delivery. "Money" is a word everybody understands.

No wonder one MONY adviser called this 1952 campaign the "hardest-selling campaign ever designed to help us sell insurance."



WEATHER STAR SIGNALS
ON TOP OF OUR HOME OFFICE

Green Fair
Orange Cloudy
Orange flashing . . . Rain
White flashing . . . Snow

MUTUAL OF NEW YORK

"FIRST IN AMERICA"

The Mutual Life Insurance Company of New York
Broadway at 55th Street New York 19, N. Y.

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Expect Keener Competition for N. J. Disability

**Changes in Law,
However, May Be for
Long Term Good**

Insurers have made a modest profit out of their insurance of the non-occupational disability program in New Jersey, but they expect this to be more difficult to do beginning next year. On Jan. 1, the rate of contribution will change. Heretofore, employees have paid 75/100 of 1%, and employers have paid the difference up to 1% of payroll, to support the fund. After the first of the year, employees will contribute 50/100 of 1% of payroll and employers will make up the difference.

Another change increases the benefit from 60% of the average wage in the preceding four quarters to two-thirds of the average wage in the last eight weeks of employment. This will make a difference, but observers say they don't know whether it will mean that benefits paid out will increase or decrease. The objective here was to get a more recent wage history; to pay benefits on recent wages and not wages earned a year or so ago. Benefits per week went to \$30, from \$26, effective July 1.

Short and Long Range

Insurers figure to lose some business. This is the short range prospect. Heretofore they have had 1% to work with; now they will have ¾ of 1%. The cost to the employer in the state fund is ¼ of 1%, and that is all. A plan in the private insurer may cost the employer more. If this is the case, some employers are apt to turn to the state fund, where they can buy for less money all that the law requires them to provide employees.

As a matter of fact, group disability rates are being increased by the large life companies. One large life insurer has gone from 72 cents to 92 cents, and other insurers have either increased or plan to do so. In general the rates are expected to be about the same. Casualty companies writing the line have increased rates or plan to do so.

There is in addition likely to be some tightening up of position, because it has no taxes or sales costs and could run along in the red, as to eventually pick up all the marbles. The insurers would be frozen out. The fund should now be more in balance.

Competitive Corner

Although underwriting more carefully, the effort of the private insurers will be to get more business of the choice variety. The service of the private insurers is far better than that of the state fund. However, if the cost of the disability program to the employer who is insured in a private program is much greater than the amount for which he can buy the minimum but lawful coverage in the state fund, no matter how much better the private insurance plan is, he will be tempted to go to the fund. It is here that the competition is going to be keen.

In the group field as a whole, the concern of the insurers is the rising cost

(CONTINUED ON PAGE 16)

N.A.L.U. Nominating Committee Asks for Nominees by July 25

National Assn. of Life Underwriters committee on nominations has urged all state and local associations to screen their memberships and submit candidates before July 25 when the committee expects to make its report for the Atlantic City convention in September.

Clifford H. Orr of National Life of Vermont, Philadelphia, chairman, points out that release of the report will not interfere with nominations from the floor of the convention.

Candidate recommendations should be directed to the chairman and members of the committee as follows: Clifford H. Orr, 1616 Walnut street, Philadelphia 3; Gerard S. Brown, Penn Mutual Life, 208 South La Salle street, Chicago 4; David Marks, Jr., New England Mutual, 17 East 42nd street, New York 17; Thomas C. Nicholls, Jr., New England Mutual, 818 Richards building, New Orleans 12; Robert R. Reno, Jr., Equitable Society, 29 South La Salle street, Chicago 3.

Report ILO Social Security Stand Modified Slightly

WASHINGTON — Robert L. Hogg, executive vice-president of American Life Convention, will submit a report to its executive committee on the recent meeting of International Labor Organization at Geneva, which he attended in an unofficial capacity.

Mr. Hogg said ILO adopted a convention on minimum standards for social security, after amending the original instrument considered last year, by striking out a provision requiring private insurance to be subsidized to the extent of 25% by government.

Charles Shaw, American employers' representative at the ILO meeting, is expected to report to the U. S. Chamber of Commerce. U. S. government representatives and American employees' delegates to ILO will also make reports.

Insurance representatives, who have been much opposed to socialization of insurance, or government taking it over, in whole or in part, as proposed by ILO and/or other international conferences, are reported pleased at the ILO action referred to, since the whole ILO convention on social security standards could not be defeated at Geneva.

Mr. Hogg returned to the U. S. last week, but attended the Republican national convention in Chicago before coming here.

Headquarter's Contribution

There was \$1,100 pledged on the spot by 45 members of Arizona Assn. of Life Underwriters present at a meeting at Phoenix where President Charles E. Cleeton of N.A.L.U. installed officers, delivered a sales address and explained the background and purposes of the Memorial building fund campaign. An executive committee has been named to direct the memorial campaign, the members of this committee being M. A. Morey, Leonard Moran, Joe Love and Wayne Adams.

Ill. Tax Revenues Up

The Illinois department during the fiscal year ended June 30 collected revenues totaling \$18,747,741, which compares with \$16,958,969 for the previous fiscal year. Of this amount \$16,993,493 came from the premium tax.

John Hancock has appointed Jack L. Nicoll supervisor of field accounts.

'52 Dividends to Pass \$750 Million

Institute of Life Insurance estimates that more than \$750 million will be refunded to owners of participating policies in 1952 as dividends. About three-fourths of U. S. life insurance is participating and provides for these dividends. The estimated 1952 total brings to more than \$5 billion the amount returned to policyholders as dividends over the past 10 years.

The institute shows that dividends paid during 1951 totaled \$719 million, \$84 million more than the year before and \$251 million more than in 1940. These increases were mostly a reflection of the increased ownership rather than changes in dividend rates.

Of the 1951 total of policy dividends, 35% was applied toward payment of premiums. The use of policy dividends for payment has declined in recent years for as recently as 1944, the portion used to pay premiums was 48%.

Another 28% of the 1951 dividends was left with the life companies to accumulate interest. This is an increase in the use of dividends for this purpose, only 21% was so used in 1944. The dividends left at interest in 1951 totaled \$200 million, bringing to \$1,500,000,000 the aggregate of dividends and accumulated interest set aside with the companies for future use.

Institute figures show that policyholders took 20% of their 1951 dividends in cash and used 17% to purchase additions to their policies.

Enter List to Save Scalp of D. C. Department

WASHINGTON — The Washington Board of Trade insurance committee has asked the board to request the District of Columbia commissioners to make no change with respect to the D. C. insurance department in connection with reorganization of the local government, without first giving hearings.

A number of insurance companies and individuals have made similar requests of the commissioners. D. C. officials indicate that before any change is made in the insurance department's status opportunity will be given to interested parties to be heard.

However, insurance industry representatives are inclined to fear that although a hearing will be given, at which the industry will protest depriving the department of independence, the commissioners will then order inclusion of the department, with a more or less autonomous or semi-autonomous status, in another governmental department. Some insurance representatives think that result is about the most they can hope for.

New Ohio Tax Ruling

The attorney general of Ohio gave an opinion Tuesday that federal securities owned by domestic insurers should be included in the capital and surplus of the company in computing the state's franchise tax on such companies. Insurance officials state that the effect of this opinion is that taxes on domestic companies will be computed the same as before and that the Wren case recently decided by the Ohio supreme court does not alter the status of calculating taxes by domestic companies. In the Wren case it was held that federal securities held by corporations should be excluded in computing franchise taxes. Some insurance men had raised the question whether the same ruling would apply to insurance companies.

(CONTINUED ON PAGE 16)

Concern Felt Over Uniform Accounting Threat

**Would Be Costly,
Unsatisfactory Is Typical
Reaction of Accountants**

By ROBERT B. MITCHELL

NEW YORK—The New York department's proposal for uniform accounting procedures has evoked considerable discussion among life company executives, none, so far as can be learned, favorable. Vehement opposition would be a more typical reaction.

Views of Superintendent Bohlinger of New York were given at some length in THE NATIONAL UNDERWRITER for July 11, excerpted from his just-released report to the legislature. He is strongly for uniform accounting, which he defines more specially as uniform allocation and reporting of income and expense. The term "uniform accounting" seems to have a wide range of meanings, all the way from a loosely standardized way of reporting things, as in the annual statement blank, to a tightly specific procedure that would have all accountants in all home offices doing every detail of every operation in precisely the same manner.

What Happened to Fire Companies

Actually, there has been no blue-print of exactly what pattern of uniformity the New York department wants the life insurers to follow but they have seen enough of the problems of the fire and casualty companies since they were put under uniform accounting by the New York law in 1946 to have plenty of misgivings as to the type of uniform accounting the life companies would be expected to accept.

Mainly it is a problem for accounting departments but its implications go far beyond accounting department boundaries. Accounting costs, it is said, will be increased substantially, if uniform accounting is forced down the companies' throats. For many phases of accounting there would have to be two sets of operations, one to conform with the required standard procedure and another to give the operating executives and the board of directors necessary information on the company's condition and operations in a way that would be adapted to the particular company's set-up.

Vary Widely in Methods

Companies vary widely in their accounting methods. It would probably be impossible to find an accounting executive who believes there is a single "best" system. Even in the same company, the accounting system that is "best" this year may be changed considerably next year because of constant study to improve accounting methods. This is particularly true in the light of impending radical improvements that are expected to take place as soon as high-speed electronic equipment is more generally available.

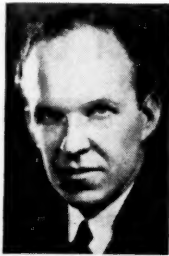
Knowing that it is Utopian to expect to find or evolve the one best accounting system for all companies, accounting executives are concerned lest the New York department and legislature saddle the life companies with a system that

Prudential Creates 5 Agencies in Split of Campbell Office

Prudential has separated the Newark agency into five agencies. The move follows the promotion of Charles W. Campbell, Newark manager, to vice-president.

New agencies and managers are: Newark, Osborne Betha & Associates, Osborne Betha; Newark brokerage agency, Albert Mehrbach, Jr.; Jersey City, Hudson county agency, William H. Klingbeil; Trenton agency, William K. Kalteissen, and Hackensack, Bergen-Passaic agency, Duncan MacFarlan.

The company has also advanced Albert R. Snitzer, associate manager at



Osborne Betha



W. H. Klingbeil



W. K. Kalteissen

Newark, to associate director of field training. Mr. Betha opened the Murray Hill agency, New York City, last year following a long career in the business that embraced general agency experience in the south, the mid-west, and New York City. He will be in charge of operations in Essex, Morris, and Union counties. Appointment of a



Duncan MacFarlan



Albert Mehrbach

successor at Murray Hill is expected shortly.

Mr. Klingbeil joined the company in 1946 at Detroit, and became assistant manager there. In 1950, he was appointed senior training consultant, and last year moved to the Newark agency as associate manager.

Other Managers' Careers

At Trenton, Mr. Kalteissen will be responsible for Hunterdon, Mercer, Somerset, Middlesex, and Monmouth counties. He went with the company at the Stuyvesant agency, New York City, in 1940, and transferred to Newark in 1948. In 1949 he was named branch manager at New Brunswick.

Mr. MacFarlan, 26, is the company's youngest manager. He joined the Newark agency in 1947, and advanced to assistant manager in 1949. He will operate in Bergen, Passaic, Warren and Sussex counties.

Mr. Mehrbach has been with the company since 1927. He was formerly assistant brokerage manager at Newark. Mr. Snitzer joined the Newark agency in 1946, and later became assistant manager. He was appointed associate manager last year.

RESEARCH CONFIRMS IT

Agents Harder to Get, Easier to Lose, Cost More

New L.I.A.M.A. findings in several areas were presented by S. Rains Wallace, Jr., director of research at the third graduate seminar at the Edgewater Beach Hotel, Chicago.

Reporting to the 50 managers in the class on recruiting, selection and supervision of new agents in particular, Dr. Wallace told of research progress in each field.

About recruiting, he said: "In 1951, the number of inexperienced agents recruited in the U.S. was only 78% of the total recruited in 1949. We can expect, because of the tight labor market, that this trend will continue. We know, too, that termination rates are likely to go up. Our surveys also show that more inexperienced recruits are being financed at a higher rate—73% at an average of \$275 a month in 1951, compared with 71% at \$235 a month in 1950.

"All this adds up to the fact that new agents are harder to get, easier to lose, and cost more. Our only hope is in better recruiting procedures, particularly better selection."

Selection Is Improving

"Selection is improving," Dr. Wallace declared, "even though some cynics refuse to believe it. It is true that in 1933, 49% of the inexperienced agents survived for one year and 27% for two years, about what our experience is today. But this is not the whole story.

"It must be remembered that survival may reflect company policy as much, if not more, than it reflects the actual level of success achieved by the agents. The question is not so much

how many men survive as it is how many of what kind survive. If a company allows marginal producers to stay under contract, it will have a high survival rate. This will be bad for it, not good, and this is as true of the industry as it is for any individual company.

"For example, of the men recruited in 1933 who survived two years, 63% produced less than \$30,000 in the first year. Of the 1947 recruits who survived two years, only 19% produced less than \$80,500 in the first year. Granted that the correction of \$50,000 to \$80,500 may not take up all the differential between production in 1933 and 1947, it seems clear to me that our survival rate of bona fide promising agents has materially increased. In other words, we have cut our survival by more intelligent postselection and increased it by better selection, training, supervision, etc.

Marginals Terminate Faster

"Furthermore, other conditions may also affect survival rates materially. For example, in 1933 the labor market was still wide open. It was hard to get a job. In the last few years, the opposite has been true. This means that marginal men will terminate themselves more often and more quickly now than they would in 1933."

Dr. Wallace reiterated that the manager is the key factor in selection. He urged that managers get more facts about recruits, consider aptitude testing as only one step in the selection process, and realize that the interview

(CONTINUED ON PAGE 16)

470 Companies in Unique Manual

Policy Contracts, Rates Values, Statistics Contained in Volume

The most comprehensive presentation of up-to-date life insurance facts and figures of all classes that is available from any single source is offered by the new 1952 Unique Manual of Life Insurance, recently published by the National Underwriter Co. Treating some 470 companies, and covering not only companies as such, but also their policy contracts, rates, values, etc., this 34th annual edition provides the answer to practically any statistical question that any field man may ever want or need.

In four major sections, the Unique Manual presents (1) a broad treatment of each company's financial development and growth record, (2) an extremely detailed analysis of the latest annual statement, (3) a thorough and easy to use analysis of the policy contract, and (4) the broadest coverage of rates, values, options, dividends and cost data available anywhere. Supplementing all of this is a special section of settlement option and reserve table data, very useful in programming, and through which the incomes payable under practically all life insurance in force today are shown.

Consisting of 1,560 pages in all, this truly encyclopedic reference would require several hundred additional pages if it were not for the special plan statement analysis section (printed on blue paper for quick reference) where by the use of a tabular arrangement some 70 interesting items from the statements of 240 companies are shown in great detail on only 64 pages. Numerous items are shown here for the first time because of the completely new statement form now required by state insurance departments. Assets by classes are shown with percentages to total admitted assets, rather than gross assets, as before. All income and disbursement items are now on an accrual basis, rather than the cash basis formerly used. The gain and loss exhibit (summary of operations) now includes such items as the amounts of A. & H. premiums, supplementary contracts, dividend accumulations, capital gains, A. & H. benefits, commissions, investigation and claim expenses, capital losses, and net gain from operations. A surplus account has also been added to complete the financial statement showings. All investment income ratios are now shown on a uniform basis, assuming federal income tax to be an insurance expense rather than an investment expense. Amounts of industrial insurance and group insurance are now clearly shown separately, without the use of footnotes, as was formerly necessary. These statement analyses together with the historical development data which precedes them, provide extremely complete and significant factual information upon which one may base judgment of a company.

1,000 Pages of Reports

Following this "report" section of the Unique Manual, known as National Underwriter Reports, more than 1,000 pages are devoted to the contracts, rates, dividends, costs, settlement options, and surrender value information, the scope of which goes far beyond all other compilations of this type. Here one finds the "obscure" but significant provisions in each company's contract, brought out in concise paragraphs, presented in orderly arrangement, emphasizing the important items and minimizing but not disregarding the less important. Company practices as well as contractual provisions are both carefully covered. Rates are presented on many thousands of contracts not available elsewhere.

(CONTINUED ON PAGE 16)



The Key Man In Life Insurance Circles

The leader in life associations, the outstanding local producer, the man who is a success both in his agency and in civic work — this is a portrait of a C. L. U.

His key from the College of Life Underwriters is the culmination of many years of study and hard work. And the letters C. L. U. following his name mark him as a qualified expert in his profession.

Commonwealth pays honor this month to the College of Life Underwriters and its graduates — the constantly increasing group of Chartered Life Underwriters.



INSURANCE IN FORCE, July 1, 1952 — \$572,632,005

COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.

Continental Casualty Purchase of U. S. Life Consummated

Assurance Company Gets Block—Stock Option Plan for Officers

Roy Tuchbreiter, president of Continental Casualty-Continental Assurance, has announced that Continental Casualty has consummated the purchase of controlling stock interest in United States Life. On May 13 the company contracted to buy 204,108 of the 250,000 shares of U. S. Life at \$22 per share and offered at the same time to buy other outstanding shares at the same price. On June 27, Continental purchased a total of 218,427 shares, or more than 87% of the total outstanding stock, all at \$22 per share.

Since that time Continental Casualty has sold to Continental Assurance 60,000 shares of U. S. Life at the same price for which it was purchased.

Mr. Tuchbreiter voiced belief that this will be a profitable investment and will be a basis for the acceleration of the growth of all three companies. The identity of U. S. Life will be maintained and its head office will continue to be at 84 William street, New York. In due course it is expected that certain directors of the Continental companies will be added to the board of U. S. Life.

Agency Inquiries Received

Mr. Tuchbreiter said that applications for agency contracts with U. S. Life have been received from agencies which had wanted to represent the Continental companies but which had had to be refused by Continental because of existing agency arrangements.

U. S. Life has more than \$550 million of life insurance in force. As of March 31 this year its assets were \$51,085,395 and its capital-surplus amounted to \$3,355,116.

Prior to 1947 a large part of its business was written in foreign countries, but in more recent years greater emphasis has been placed upon domestic operations. Currently all of its new life insurance is being written in U. S. dollars and more than 75% of the new business is on the lives of residents of the continental U. S. The company is licensed in 14 states and the District of Columbia, as well as in Hawaii, Puerto Rico, Guam, Panama Canal Zone, Cuba, the Philippines, Japan, Colombia, Venezuela, Panama, Guatemala and five other foreign jurisdictions.

Stock Option Plan

"In order to make the most of the opportunities for sound, progressive growth which are open to the United States Life Insurance Company we expect to call upon the initiative, experience and know-how of certain key officers and employees of the Continental companies," Mr. Tuchbreiter states in a message to stockholders of Continental Casualty. "The contribution which these individuals make to the United States Life Insurance Co. will be reflected in its progress. Consequently, to encourage these key officers and employees to participate in the ownership of the United States Life Insurance Co., the directors of Continental Casualty Co. have approved the sale or optioning by it to these key officers and employees, at not less than Continental Casualty Company's cost, of a total of 31,400 shares of the United States Life stock or slightly less than 15% of the total acquisition. Thirty-five individuals are

concerned and no one of them has purchased or received an option on more than 2,500 shares. The fact that most of these individuals have the greater part of their lifetime savings invested in the stocks of the Continental companies undoubtedly has been an important factor in the unusual progress of those companies in recent years."

On Monday the over-the-counter market for U. S. Life was quoted 35½-37.

June paid production for Bankers Life of Iowa totaled \$17,821,680, a company record for the month.

Bixby Scotches Reports of Kansas City Mutualization

According to the Wall Street Journal, W. E. Bixby, president of Kansas City Life, has scotched reports that his company might become mutual, that there would be a big stock split and that the \$4 annual dividend rate would be boosted.

In recent weeks, liquidation of holdings of Kansas City Life capital shares by several estates have created the most active trading in this issue in years. The bulk of the buying came from the

east. The stock was advanced more than \$200 a share in the past six months and is currently selling slightly under \$400 or close to book value.

Dominion Raises Four

Dominion Life of Waterloo, Ont., has named H. D. Wallace agency assistant. He has been supervisor of sales training since 1949. The same title goes to C. M. Devitt, who has been manager in Newfoundland. L. J. Drago, who has been in the training division, becomes supervisor of training. T. E. Dewling has been named Newfoundland manager.



Confident?

Sure! He knows he has his Home Office right with him on every call. Also, participating Life policies which can be "tailored" to fit almost any prospect — standard or sub-standard — liberal commissions — worthwhile bonuses for production and persistency—personal sales help.

Bankers
NATIONAL LIFE
Insurance Company, Montclair, N. J.

RALPH R. LOUNSBURY, President

W. J. SIEGER, V. P. & Supt. of Agencies

LIFE • ACCIDENT • HEALTH • HOSPITAL

G.O.P. Opposes U.S. Health Cover; S.S. Revision Favored

Strong opposition to federal compulsory insurance was voiced and revision of the social security law favored in the platform adopted by the Republican national convention at Chicago. The planks dealing with those topics are:

"Inflation has already cut in half the purchasing power of the retirement and other benefits under the federal old age and survivors insurance system. Sixty million persons are covered under the system and 4.5 million are now receiving benefits.

"The best assurance of preserving the benefits for which the worker has paid is to stop the inflation which causes the tragic loss of purchasing power, and that we propose to do.

"We favor amendment of the old age and survivors' insurance system to cover

those justly entitled to it but who are now excluded.

"We shall work to achieve a simple, more effective and more economical method of administration.

"We shall make a thorough study of universal pay-as-we-go pension plans.

Against Bureaucratic Dictation

"We recognize that the health of our people as well as their proper medical care cannot be maintained if subject to federal bureaucratic dictation. There should be a just division of responsibility between government, the physician, the voluntary hospital and voluntary health insurance. We are opposed to federal compulsory health insurance and its crushing cost, wasteful inefficiency, bureaucratic deadweight and debased standards of medical care. We shall support those health activities by government which stimulate the development of adequate hospital services without federal interference in local administration. We favor support of scientific research. We pledge our continuous encouragement of improved methods of assuring health protection."

J. P. Royston Is Elected Vice-president of A. I. U.

John P. Royston, former chief of insurance of General MacArthur's occupation staff in Japan, has been elected a vice-president of C. V. Starr & Co. and a vice-president of American International Underwriters. He recently returned from Japan where he was for three years resident vice-president of A.I.U. While in the post he was elected vice-chairman of the joint committee of Japanese & Foreign Non-Life Insurance Assns., the first American to be elected to an executive position in that organization.

He started in insurance in 1926 as an agent of Hartford Accident. He joined Travelers in 1927 and until 1933 was a claims adjuster in Connecticut and New York. From 1933 to 1935 he was claims manager in southwest Connecticut for Royal-Liverpool. From 1935 to 1941 he was Connecticut insurance department deputy and research director. He was general manager of the savings banks life insurance system of Connecticut in 1941. He departed for Japan in 1946.

As chief of insurance of General MacArthur's staff in Japan from 1946 to 1949, Mr. Royston supervised the post-war rehabilitation of the Japanese insurance industry, and assisted in the post-war revision of the Japanese insurance laws.

In his new post Mr. Royston's special responsibility will be liaison work with governments, especially their insurance departments, in the U. S. and abroad, for A.I.U. and affiliated companies, on matters arising out of their worldwide insurance activities.

Youngstown C.L.U. Elects

The Youngstown (O.) C.L.U. chapter has elected these officers: President, Henry J. Kannensohn vice-president, C. J. Ryan; secretary, William L. Spencer.

Let Congressmen Know How You Feel, Says Thompson

President John S. Thompson of Mutual Benefit Life told the agents of his company at their convention at Hot Springs that the man who prefers a sound medium of exchange to national luxuries that cannot be afforded should let his representatives in Congress, the final authority, know of this preference. "While inflation is not an ultra-modern invention such as the atom bomb, yet the combination of issuing irredeemable paper money and of an extending credit have become a veritable atom bomb of finance with vast powers for both good and evil," Mr. Thompson declared.

Robert C. Gilmore, Hartford, a trustee of National Assn. of Life Underwriters, declared that a broadened perspective is needed by agents to meet today's confusion as well as to promote the true welfare of individuals, company, profession and country. Mr. Gilmore said the individual agent must ask himself what he owes his business and his company, and then add to that some action in their behalf. Active participation in the associations will not only help the business as a whole, but the individual agent, he opined.

Agent Influence for Good

Richard E. Pille, vice-president, said that the agent lives not only in his own house, but in the other houses of his community. "Your influence makes your town a better one in which its future generations shall live," he said. "In one house there will be a famous doctor restoring health, rebuilding shattered bodies, saving lives. You will be his sponsor because you sold his father adequate insurance to insure his education.

"In another house will be a remarkable older woman. Because of her independent financial position she has devoted herself to civic affairs — almost singlehandedly achieving the reform of the school system which makes your town the right place for young men and women to grow up. You are her sponsor because you persuaded her to buy a single premium annuity.

"Down by the river is a prosperous modern factory from which 400 families get their support. That business was literally saved by the death of one of its founders. At the crucial stage, keyman insurance on his life paid off pressing creditors and gave the factory the working capital to survive. You are its sponsor and the sponsor of the 400 families whose livelihood depends on it, because you sold the founder that keyman insurance," he declared.

Sales Professional Concept

In regard to the desire of the life insurance agent to be called a "professional" man, Mr. Pille said, "each time we develop our body of knowledge, and each time we practice the service concept, we move one step nearer public acceptance of our business as a profession. The public acceptance of our business as a profession remains a secondary objective for us. It really doesn't matter as long as we ourselves realize our professional service. It would be criminal to secure full public acceptance of us as a profession if thereby we have lost our prerogatives as salesmen. I say to you, you are unique as members of a special profession with sales privileges."

Lorraine Sinton, member of the Paul Cook agency in Chicago, and president of Chicago C.L.U., said that the home office and the general agent can do much to promote C.L.U., to build up the prestige of the company representatives who hold the designation and to instill in new men the desire to win the designation. She commented, "I believe that what is needed is strength, new strength added to old strength; strength of impression of C.L.U. on the consciousness of more

(CONTINUED ON PAGE 16)

NUMBER THREE in a series of advertisements outlining advantages enjoyed by field underwriters of the Equitable Life of Iowa

EQUIPPED FOR SUCCESS

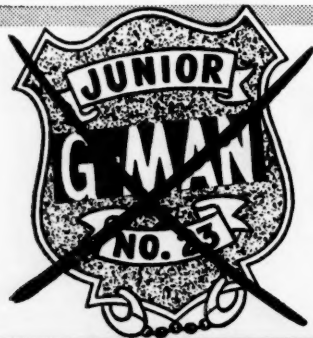
Field associates of the Equitable Life of Iowa are equipped for success. A direct mail system and a constructively developed range of promotional material provide effective pre-approach and prospecting assistance. Selling aids in the form of sales literature and proposal forms are available for point of sale use, while many and varied are the good-will and prestige-building items supplied for follow-up purposes. Of major importance among all Equitable of Iowa sales aids is the KEY TO SECURITY service, a comprehensive programming plan of amazing effectiveness.

EQUITABLE



Life Insurance Company
OF IOWA

FOUNDED IN 1867 IN DES MOINES



No "Jr. G-Men" in This Company!

Your son may have a Junior G-Man's badge . . . and if so, that's fine. We just hope daddy is not wearing one in the life insurance business. Some good salesmen work hard morning till night fighting red tape, rules, vice-presidents and a million-and-one things that keep them in the "junior" class. Why not toss away that tin badge and join a man's organization and earn a commensurate income? No boxtops required—just pure business in contracting a new agent. Write me direct.

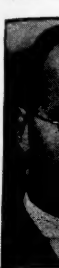
-Harry V. Wade, President

STANDARD LIFE INSURANCE CO. of IND.
INDIANAPOLIS, INDIANA

GENERAL AGENCIES OPEN IN Arkansas • Arizona • California • Delaware • Florida • Georgia • Illinois • Indiana • Kentucky • Louisiana • Maryland • Michigan • Missouri • New Mexico • Pennsylvania • Tennessee • Texas • Virginia • West Virginia

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Ostheimer, with \$9,570,400, Leads N. W. Mutual Agents

With a sales volume of \$9,570,400 on 3,255 lives, A. J. Ostheimer, III, Finkbinder agency, Philadelphia, led all Northwestern Mutual agents for the year ended May 31 for the sixth consecutive time. His gross volume, including pension trust business, is an all-time high for any individual agent in the company's history. Since 1941, his total personal production in Northwestern has been \$47,229,700 on 16,714 lives. The top "AA" award for largest amount of net sales, as adjusted to the rules, was also won by Mr. Ostheimer by a net paid-for volume of \$1,968,300.

Leader in gross volume excluding pension trusts was Frederick D. Leete, Jr., Morrison agency, Indianapolis. His net volume was \$1,876,600.

The "big 10" in production are Mr. Ostheimer, N. H. Seefurth and Ben S. McGiveran, Chicago and Milwaukee; J. N. Meeks, Columbus, O.; E. M. Klein, Cleveland; H. B. Ruhl, Detroit; Mr. Leete; John O. Todd, Chicago; Royall R. Brown, Winston-Salem, N. C., and Warren E. Clark, Milwaukee.

Again leading the women agents was Mrs. Ann Liston, South Bend, Ind., with sales in excess of \$500,000. Other top women producers were Mrs. Mildred M. Lash, South Bend; Mrs. Grace E. Dahm, Madison, Wis.; Miss Sara Royall, Newport News, Va.; Miss Virginia Wood, San Francisco; Mrs. Adeline H. Funk, La Crosse, Wis., and Mrs. Helen L. Spence, Williams Bay, Wis.

Total Sales Set Record

There were 152 agents who sold in excess of \$500,000 during the agents' year and 1,137 qualified for the nine production clubs. Sales for the 12 month period totaled \$450,400,000, making this the third largest year in Northwestern Mutual's 95 year history.

The special "XX" award and the presidency of the 1952 Marathon Club for the largest net number of lives insured again went to J. Kenneth Roberts, Princeton, Wis., a town of 1,372 population, Carroll agency, with a total of 216 lives. Honored for the third consecutive year, Mr. Roberts retains the cup permanently. During those three years he has paid for \$1,824,700 of business. Other members of the club, who paid for insurance on 100 or more lives, exclusive of pension trust business, were H. E. Pritchard, Milwaukee; A. C. F. Finkbinder, Jr., Philadelphia; L. T. Stearn, Minneapolis; A. A. Simpler, Jr., Wilmington, Del.; L. R. Schultz, Norristown, Pa.; E. H. Hermann, New Baden, Ill.; C. E. Pike, Oxford, Wis.; W. F. Roudebush, Waterloo, Ia.; O. B. Olsen, New York; J. K. Elliott, Kewaunee, Ill.; D. E. Harris, Des Moines; D. H. Lienemann, Papillion, Neb., and J. A. Porter, Middletown, N. Y.

David E. Harris led the 4-L Club with 240 months of continuous club membership. Other agents who qualified for the club are Mr. Stearn, 224 months; D. E. McTigue, Fort Dodge, Ia., 222; Israel Franklin, North Attleboro, Mass., 219,

and H. E. Hauter, Quincy, Ill., 209.

J. Lowell Craig, Milwaukee, won the general agents achievement cup, awarded annually on the basis of a graded point system involving nine factors. This agency also led in increase of both dollar volume and percentage increase. Runners-up were R. E. Werts, Akron; B. A. Million, Evansville; Willard L. Momen, Milwaukee; Ken M. Snyder, Omaha; Ray J. Dolwick, Cleveland; Lowell P. Schwinger, Cedar Rapids, Ia.; W. J. Mack, Cincinnati; William C. Roeder, Sioux City, Ia., and Frank R. Horner, Madison, Wis. Leaders in volume of sales among the general agents were C. R. Eckert, Detroit; Mr. Mom-

sen, J. L. Craig, Milwaukee; Jamison & Phelps, Chicago; John R. Mage, Los Angeles; A. C. F. Finkbinder, Philadelphia; B. J. Stumm, Aurora, Ill.; Mr. Dolwick; P. T. Allen, Buffalo, and Mr. Horner.

Nelson Asks More Funds

Citing sharp increases in revenues from insurance taxes, fees and licenses, Commissioner Nelson of Minnesota will ask the legislature for increased funds for his department. He said that last year insurance paid to the state \$5,588,998 and his department is allowed only \$251,780 to supervise the business. "If

it got \$400,000 or \$500,000, we could give much better service to the people," he said.

Record Franklin Campaign

Sales for the June campaign for Franklin Life honoring J. V. Whaley, vice-president and director of agencies, totaled \$36,947,280, a \$5 million gain over last June, and a company record for the month. The campaign pushed insurance in force for the first half to over \$100 million.

Production leaders were C. R. Willsey, Indianapolis, and Milo R. Roberts, Bismarck, N. D.

over
\$100,000,000

This is our gain in insurance in force

during the first six months of 1952.

No group.

The Friendly

FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over A Billion Dollars Of Insurance In Force

INSURANCE COMPANIES
Bought and Sold

WRITE, WIRE or PHONE us regarding either the purchase or sale for CASH of 100% or controlling interest in life companies or other lines. All negotiations personal and confidential.

JOHN DEAN M. M. WALKER
BRINSOR ASSOCIATES
102 Waldheim Bldg. • V. 4466 • Kansas City, Mo.

Court Orders Respect for French Lick Meeting Plans

Those life insurance people who have been worried about conventions scheduled in the fall at the French Lick hotel can take comfort from a court ruling. At the request of the trustees the U. S. district court authorized scheduling of conventions of various types for any dates within 13 months of last week. The court ordered that any reorganization of the hotel be subject to such scheduling.

This eases fears that Massachusetts Mutual, which now has possession of the hotel after a mortgage foreclosure suit, might sell it to a non-hotel buyer, forcing a last minute change of arrangements which would hurt attendance.

It may or may not be possible for the court order to be modified, but one insurance organization which has a meet-

ing in October, has been assured that the property will still be in operation as a hotel by then.

Central Standard Agents Broke All Records in June

Agents of Central Standard Life made June the best month in the history of their company by producing \$7,508,000 in honor of Chairman Alfred MacArthur. There were 417 producers scoring in a contest in which each application represented a candle on Mr. MacArthur's cake. A board was erected in the home office on which each agent with nine candles, enough to spell out "MacArthur," was represented.

Louis A. Ritzinger of Prudential at Chippewa Falls, Wis., was honored at a dinner marking his retirement after 26 years with the company.

4,260 Who Complete L.U.T.C. Courses in 1951-2 Set Record

A record number of 4,260 students in 1951-52 L.U.T.C. classes have successfully completed the year of the course for which they were enrolled, according to Benjamin N. Woodson, managing director of Life Underwriter Training Council. Citation cards and certificates will be presented at the first fall meeting of local associations throughout the country.

Year's Graduates Number 953

Mr. Woodson pointed out that the present graduating class numbered 953. This more than doubles the roll of all previous graduating classes and brings the combined total of graduates to 1,877 men and women who have completed both years of L.U.T.C.'s on-the-job sales training course since its inception in 1947.

He declared that this "indicates a significant trend on the part of the American agency force to prepare itself for greater public service in life insurance marketing."

Continental Lowers Non-Par Premiums

The new rate manual of Continental Assurance shows reductions in all the non-participating life premiums with the exception of premiums for 5, 10, 15 and 20-year term policies, some of the family maintenance and all of the family income riders. The disability waiver of premium rates have been reduced for both participating and non-par forms.

The disability monthly income benefit has been changed so that coverage no longer completely terminates at 55. Under the new rider, premiums will cease at age 55 as will the monthly income and maturity benefits. However, during the next five policy years, a disability benefit will be in force providing for waiver of premium for the balance of the premium paying period of the policy. At the higher ages, the new benefit carries a higher rate than the old form it replaces.

Newly introduced is participating life paid up at 65 which replaces the ordinary life income policy for which there has been little demand after introduction last year of the improved family income riders.

Continental's five-year term policy is both renewable and convertible. It is renewable for a further five-year period except that no renewal period commencing after age 65 will be granted. The policy may be converted to ordinary life or a higher premium plan at any time prior to the policy anniversary near the insured's 65th birthday. On this policy the minimum has been changed from \$2,500 to \$5,000.

The minimum amounts for any policies of commercial ordinary life and commercial 20-pay life have been changed to \$5,000 in each case.

All of the substandard ratings have had their nomenclature changed. Table "A" is now table 1, table "B" is table 2.

Court Backs Union Central

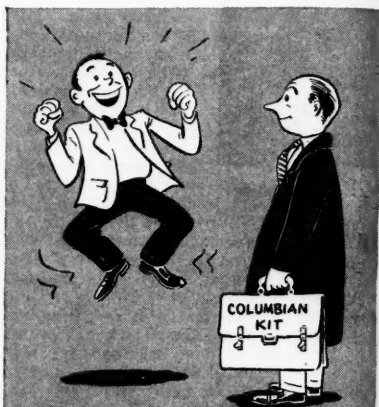
First district court of appeals at Cincinnati has granted Union Central's suit to force certain stockholders to surrender their stock at \$25 a share. These stockholders had opposed the mutualization plan of the company.

This confirmed the decision in the Hamilton county common pleas court last March. The appellate court opinion observed that the stockholders had voted in favor of the mutualization plan on Aug. 7, 1941. None of the defendants voted against the plan then, and no stockholder took advantage of his right to have the value of the stock fixed as provided by law.

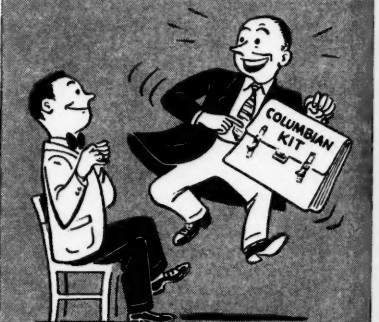
Institute Film Wins Award

The film, "For Some Must Watch," sponsored by Institute of Life Insurance, has won the annual award of Scholastic Teacher magazine as the best film produced by American business for 1951. The film depicts the community influence of the life insurance agent.

Queen Juliana of Holland has requested "Begin Now to Enjoy Tomorrow," a book on gerontology published by Mutual Benefit Life.



"My future's good,
I'm set to go!
But as of now
I'm low on dough!"



"Modified Five is
Designed for you;
For the slow first years
to see you through!"

Modified Five

... In combination with
our double and triple
or family income
— a combination certain
to make policy holders
out of prospects.

1902 Our Fiftieth Year 1952
**The COLUMBIAN NATIONAL
LIFE Insurance Company**
BOSTON 12, MASSACHUSETTS

ANICO representatives
are Anico's best
advertisements

ROBT. A. SHRINER, San Jose, Calif.

Robert Allen Shriner took a contract with Anico on October 14, 1946. In the six years since he has set a splendid record as a Combination Representative. Within two years he was promoted to Assistant. In 1949 he was advanced to Staff and earned the distinction of being Anico Leading Staff Supervisor in Industrial Increase. Anico is proud of the record established by Robert Shriner. This is an example of the fine careers that can be built through Anico.



You can grow with ANICO

- ★ A working contract that permits outstanding earnings.
- ★ Policies that stand out in value against any competition.
- ★ A management philosophy that is based on the axiom that a company succeeds only when its agency force succeeds.
- ★ The most modern and effective selling aid program that can be devised.

For information without obligation
address "Executive Vice-President"

Over 2 1/2 billions
of life insurance
in force

**AMERICAN NATIONAL
Insurance Company**

W. L. MOODY, JR., PRESIDENT GALVESTON, TEXAS



**MONUMENTAL LIFE
INSURANCE COMPANY**

HOME OFFICE • CHARLES and CHASE STREETS
BALTIMORE

Glasser Pushes Group for Dependents, Retired Men

Joshua B. Glasser, general agent for Continental Assurance of Chicago, is one of an apparently growing number in the life insurance business who feel that the retiring employee should have his group benefits continued for him and for his family. His experience has been that many employees object to going on retirement because of loss of these benefits. He feels it is tremendously important for employers to give proper consideration to the wisdom of continuing benefits for employees who retire under pension plans and to provide conversion privileges to those employees who leave a company.

Mr. Glasser, who has specialized in group insurance for many years, says that in some instances employers continue all or part of an employee's group life after retirement and a number of the employers have purchased single premium policies to remove this load from annual cost. If the employees are given no rights to cash values and the policy provides only death benefits, favorable tax treatment may be expected.

Many employers continue hospital and surgical benefits on a retired employee and his dependents and Mr. Glasser joins others in maintaining that excess morbidity on older employees may be offset by the fact that children of a retired employee are beyond the dependent stage and wives are beyond the maternity ages.

Pushes Dependent Life

Mr. Glasser has pushed with great success the sale of group life on dependents of covered employees. This comparatively recent form of coverage is written in modest amounts, usually \$1,000 on the wife and \$500 on each child. The coverage is still in its infancy, Mr. Glasser says, reporting that at the end of 1951 there were 300,000 dependents covered for about \$150 million of this coverage. He feels that this is a coverage with great potential.

Mr. Glasser's study, which was originally undertaken so that he could lead a room-hopping session on group insurance during the annual meeting of the Million Dollar Round Table, brings up to date the listing of those states in which dependents group life coverage can be written and those where this coverage is not approved or is in an indefinite position. The listing runs:

Approved—Alaska, Arizona, Arkansas, California, Delaware, Georgia, Indiana, Kansas, Maine, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, North Dakota, Oregon, Pennsylvania, Rhode Island, South Dakota, Tennessee, Utah, Vermont, Washington, West Virginia.

Not approved—Colorado, Connecticut, District of Columbia, Florida, Illinois, Iowa, Kentucky, Maryland, New Jersey, New York, Ohio, Texas, Virginia, Wisconsin.

Under discussion—Massachusetts, Michigan, Oklahoma.

Indefinite—Alabama, Idaho, Louisiana, South Carolina, Wyoming.

VAST MARKET

At the M.D.R.T. meet at Bretton Woods Mr. Glasser established himself as a leading exponent of the thesis that the group insurance market, vast though the coverages are today, is still far from saturated. He makes the point that there are now 220,000 employers in the United States with 25 or more employees. Since there are only 75,000 master group contracts in force the sales potential is equal to almost twice the number of these contracts in force. Another arrow in his quiver is that in 1934 the average income per family was \$1,650 and the average amount of the

individual group life insurance certificate was \$1,500. When this is contrasted to 1950 when the average income was \$5,400 per family, the average group life certificate was still only \$1,750. While the income per family has increased 300% the average group life certificate has increased 6%.

Mr. Glasser terms this woefully inadequate, ridiculous and insists that group life should provide at least one year's pay.

G. H. Michalk is the new manager for Bankers Life of Iowa at Fort Worth. He has been general agent there for Manhattan Life.



His figures show there are approximately 65 million gainfully employed in the United States with approximately 35 million group life certificates. The potential of employees still to be covered for group life rests conservatively at 15 million, he estimates.

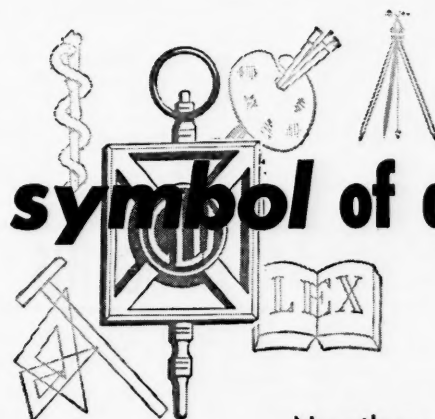
Mr. Glasser mentions that back in

1937 and again in 1947 he opposed those in the insurance business who felt that the sales potential in group insurance had been used up. He takes delight in pointing out that the calamity-calling of 1947 was unwarranted, because group

(CONTINUED ON PAGE 16)

Results for First Six Months Given

	1952 New Bus. \$	1951 New Bus. \$	In Force 1952 Inc. \$	In Force 1951 Inc. \$
American National	238,727,001	195,145,683	124,359,171	76,204,340
Bankers Nat'l	16,891,762	14,490,173	11,259,795	9,538,664
Columbus Mutual Life	28,211,517	22,204,694	19,545,623	14,433,738
Central Life, Ia.	18,690,160	18,423,979	8,814,679	10,238,147
Commonwealth Life	32,505,090	24,474,145	16,650,398	12,159,028
Continental American	15,174,717	10,579,804	8,474,706	4,302,679
Crown Life of Canada	77,119,821	60,218,463	60,835,616	41,457,100
Dominion Life	30,227,930	33,543,827	16,331,024	17,640,757
Equitable Society	925,637,182	650,309,066	1,152,967,000	789,053,318
Fidelity Mutual Life	36,767,473	33,302,516	21,178,595	18,731,525
Gulf Life	68,144,308	61,302,759	29,793,671	33,467,362
John Hancock	545,810,176	638,258,344	436,772,761	554,125,393
Kansas City Life	51,709,216	36,199,110	26,139,667	9,545,572
Liberty National Life	27,716,704	17,550,482	2,462,811	—528,914
Lincoln National Life	349,874,671	358,722,988	229,430,852	201,762,468
London Life, Canada	170,094,491	152,388,559	123,093,375	120,893,717
Manhattan Life	38,346,828	31,770,019	27,614,459	22,131,503
National Life of Vermont	69,710,988	61,738,966	44,727,867	38,589,243
North American, Toronto	42,924,988	33,658,629	30,581,748	23,627,767
Northern Life, Seattle	13,167,531	13,528,746	6,841,139	5,735,290
Northwestern Mutual Life	246,143,298	214,661,098	164,472,240	131,100,705
Phoenix Mutual Life	60,593,849	47,930,448	35,796,814	22,781,938
Provident L. & A.	66,583,290	89,963,705	46,111,769	68,873,033
Provident Mutual Life	62,742,429	57,985,434	28,614,801	25,467,968
Sun Life of Baltimore	11,713,000	10,059,000	6,118,000	5,286,000
Union Central Life	74,655,000	63,512,000	37,145,000	17,300,000



symbol of a higher profession

No other association or institution has done more to advance the professional approach to life insurance selling than the CLU movement.

The Prudential congratulates the American College of Life Underwriters on its silver anniversary.



1927 Advancing professional 1952

underwriting for 25 years



THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE:
NEWARK, N. J.

CANADIAN HEAD OFFICE:
TORONTO, ONT.

SOUTHWESTERN HOME OFFICE:
HOUSTON, TEXAS

WESTERN HOME OFFICE:
LOS ANGELES, CALIF.

EDITORIAL COMMENT

The Creative Touch in Clerical Work

Prudential western home office's "Work Smarter—Not Harder" program, described at the spring conference of the Life Office Management Assn., has a lot of appeal, particularly in these days of scarce and high priced clerical help. Telling someone to work harder is about the poorest type of inspiration that we know of. Although almost anybody realizes that he could work harder than he does, he isn't usually entranced by the prospect. Furthermore, he knows that even if he succeeds in working 10% harder he probably will not be even 10% more productive and about all he will have done will be to set a tougher pace for himself and others to maintain.

But doing things more intelligently, more efficiently, and with less waste motion is a typically American goal. Ingenuity, an idea put to work, keeps paying off from then on, until somebody discovers a still better method.

Many valuable proposals for a greater efficiency and work simplification have come from employees through suggestion systems. Some of these have paid off quite profitably for both the employer and the employees making the suggestions. Prudential has gone one step farther and it is a step that other life companies might well take. That is to set up a regular course in principles of work simplification. The result for Prudential has been that 75% of all suggestions originating as a direct result of the program are approved and put into effect.

It may well be that this training program will be found to be of even more value than the suggestion programs. One thing that the suggestion programs have proved is that the employees who are actually doing the day by day work at a task are the ones who come up with the bright suggestions if they can be induced to put their minds on the problems. It might be thought that someone farther up the line, perhaps more of a research type person with a broader grasp of a company's operations, might be in a better position to make these time-saving suggestions. But time after time someone who is right up to his neck in some job, perhaps quite a routine task, is the fellow who says, "Why do we have to do it that way? Why can't we do it this way?"

After all, the inventor of the modern steam engine was a lazy boy who figured a way of letting the engine itself close and open its inlet and exhaust valves so he wouldn't have to do it. It was not some double-domed alchemist, who would probably have been too in-

volved with the phlogiston theory of combustion to pay much attention to inventing a workable steam engine.

Not the least value of a training program like Prudential's is that it not only inculcates the principles of work simplification but also makes employees work simplification conscious. It is vitally important to get people in the habit of thinking about work simplification, not now and then or when they feel like it, but as a regular part of their work.

There used to be, and maybe still is, a famous English course at a large eastern university—we are not trying to be mysterious, we just can't remember what school it was—that required the students to write a theme every day. Toughest of all, the students had to pick their own subjects. Students developed what was called the "daily theme eye." These assignments gave the students a bad time at first but as they developed the daily theme eye they found, if they had any aptitude at all for writing, that there were more theme subjects lying around than anyone would have imagined, if only one developed the habit of looking for them.

Something of the sort is needed to get the most out of a work simplification program.

Even with the cultivation of such work simplification consciousness, there are bound to be a lot of ideas developed that would better have died a-borning. But the task of tactfully rejecting such ideas without chilling the inspiration of their proponents and others is a small price to pay for the really useful suggestions that can come from a staff that is genuinely interested in looking for time saving ideas and has been given enough education in work simplification methods so as not to go off on too many weird tangents.

Even if a work simplification program did nothing more than get workers to take a creative interest in the work they do it would seem to be well worth while. Over the years, the curse of clerical work has been its dullness. Part of the dullness resulted from the fact that routine procedures were set up and then followed for years on end without their value or efficiency being questioned. Once work procedures are regarded as fluid instead of static, as being subject to change and improvement, they become a field that an employee can interest himself in. It makes a tremendous difference in his attitude to know that he is not only doing the work but that he can have a hand in evolving a better way of doing it.

Of course, as in any endeavor where people are asked for their views, there will be the small but highly articulate minority who are full of ideas, none of them any good. But an intelligently directed work simplification and employee suggestion program need not bog down because of having to contend with these characters, for it has the power, by inducing sensible thinking along

work simplification lines, to stimulate valuable ideas among those employees with sense enough to come up with sensible and usable suggestions. It is a pleasant surprise to find out how many sound and adaptable improvements are doped out by persons who just need a little encouragement to turn their brains loose on the problems of their daily jobs.

PERSONALS

Gamble C. Dick of the Kentucky department was operated on at Good Samaritan Hospital, Lexington, Ky. He was reported doing very well, and probably will be back at his office by the end of the month.

J. Gordon Michaels, manager for Continental Assurance at Chicago, is the owner of a harness horse, Royal Lane, which won a ribbon at the annual Tabala Shrine Horse Patrol Show at Belvidere, Ill. Mr. Michaels is showing his horse at other points on the northern Illinois circuit this summer.

George Rakow, general agent Lincoln National Life, Wausau, Wis., is a Republican candidate for Congressman for the seventh district.

John Pennington, general agent of State Mutual Life at Buffalo, has been appointed co-chairman of the business and professional division of the 1952 Community Chest drive there.

Chester O. Fischer, vice-president Massachusetts Mutual Life, has been appointed to the insurance committee of U. S. Chamber of Commerce.

Lyman C. Baldwin, vice-president Security Life & A., was guest speaker at the recent New World Life convention at Colorado Springs.

DEATHS

J. FRANK YOST, 79, former Des Moines general agent of Massachusetts Mutual Life, died there after a six-month illness. He was cashier of Mutual Life at Davenport, Ia., from 1906 to 1918, when he went to Des Moines as Massachusetts Mutual general agent. He retired in 1933.

See Advertising as Answer to Greater Life Sales

The Bureau of Advertising of American Newspaper Publishers Assn. has published a study entitled "Seed for More Leads" which indicates life insurance coverage today, in relation to per capita income, as well below that of the pre-war years. The bureau concludes that: "A huge sales potential waits to be tapped by more aggressive and better planned advertising." Insurance men throughout the country will be shown this study by the group's 1,000 newspaper members.

Columbus C.L.U. Elects

The Columbus (O.) C.L.U. chapter has elected Dale E. Miller, Mutual Life, president; Frank Phillips, Columbus

Mutual, vice-president, and Floyd Turner, secretary. The chapter will hold a seminar at Columbus Sept. 26, when Lucien Mercier of Washington, D. C., will give three addresses on "Estate Analysis," "Business Insurance Agreements" and "Pension Trusts."

New Edition of U. S. Death Statistics Now Available

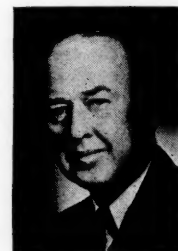
A new edition of U. S. mortality statistics is now available from the federal security administration, public health service, national office of vital statistics, at Washington. The title is "Deaths and Crude Death Rates for Each Cause by Race and Sex in the United States, 1949." It is available without charge.

Causes of death are indicated by international mortality code numbers as well as by name. In addition to showing the number of deaths per 100,000 the tables indicate what percentages of those dying from each cause were male, female, white and non-white. The previous edition covered mortality as of 1939.

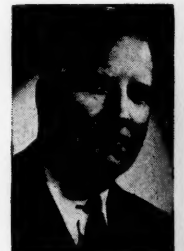
New 1952 Indiana Handbook Has Just Been Published

The new 1952 Underwriters Handbook of Indiana has just been published by the National Underwriter Co. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance over the entire state.

Premiums and losses by lines, in Indiana, for all fire and casualty companies, and life insurance paid for and in force by life companies, are also presented in a special statistical section. Copies may be obtained immediately from the National Underwriter Co. at 420 East 4th street, Cincinnati 2, O. Price \$12 per copy.



John A. Carr



H. J. Rossman

Equitable Society directors of agencies are John A. Carr, who has been promoted in the south-central department and H. J. Rossman, who was transferred to the enlarged northeastern department. Mr. Carr, who has been manager at Omaha, took over the post vacated by Mr. Rossman.

THE NATIONAL UNDERWRITER

—LIFE INSURANCE EDITION

PUBLICATION OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
CIRCULATION OFFICE:
420 E. Fourth St., Cincinnati 2, Ohio

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9801. Carl E. Weatherly, Jr., Southeastern Manager.

BOSTON 11, MASS.—210 Lincoln St., Tel. Liberty 2-1402. Wm. A. Scanlon, Vice-Pres.

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Executive Editor: Levering Cartwright.
Advertising Manager: Raymond J. O'Brien.
Teletype CG-654



KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

Howard J. Burrridge, President.
Louis H. Martin, Vice-Pres. & Secretary.
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PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494. Jack Verde Stroup, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

SS Bill

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OBSERVATIONS

SS Bill a Legislative Anomaly

The social security amendments bill that Congress has sent to the President is a legislative curiosity in that it contains a provision that will expire before it can become effective. This is the highly controversial section providing in effect that S.S. taxes are waived for persons covered under the act if they are unable to work on account of illness. The bill provides that this provision shall expire June 30, 1953, and also that no applications for the waiver benefit shall be accepted prior to July 1, 1953.

This was not an oversight but is a way of satisfying both the proponents and the opponents of the provisions. There is widespread objection to the measure, largely from the American Medical Assn., which contends that determination of when a person is sick enough to be forgiven his tax gets the social security administration into the practice of medicine and this could pave the way to socialized medicine. It is also objectionable on the ground that it would be a first step toward a system of federal cash sickness benefits.

Chairman George of the Senate finance committee objected to letting the bill through with the waiver provision in it without giving the opponents a chance to be heard. There was no time for a hearing if Congress was to adjourn in time for the Republican convention. So the provision was kept in the bill but in such a way that it cannot become effective without Congress' acting to change the expiration provision. Neither side is completely happy about this solution but the proponents feel they have gained something by having the provision in the bill, even though it is meaningless without further action, while the opponents will have a chance to be heard against the provision before it is made effective—if it ever is.

Mutual's Publicity Scores Again

Mutual Life's alert publicity department scored again and got some good newspaper coverage, including a box on the New York Herald Tribune financial page, when it pointed out that nobody should risk life or limb to save a life insurance policy from destruction.

Basis for Mutual's admonition was a news item that a woman almost lost her life in a Brooklyn fire because she dashed back into her apartment for in-

surance policies and other documents. Mutual pointed out that destruction of a policy does not void payment but the loss should be reported to the issuing company immediately so that it can issue a replacement policy.

Not Appealing Twogood Case

The U. S. solicitor-general has decided not to appeal to the U. S. Supreme Court in the Twogood case involving the ineligibility of survivor annuity which was elected by the deceased for his widow. The court of appeals had decided that deceased's election of a retirement annuity for a decreased amount under his employer's retirement plan so that his widow would have a life income did not constitute a transfer under which the decedent retained the possession or the enjoyment or the right to the income during his life within the meaning of section 811(c)(1)(B) of the internal revenue code.

This takes care of cases of this type in which the election was made prior to October, 1949, but the question is still open for elections made after that date, because of technical changes in the law as of that date.

An Easy Matter to Remedy?

The Wisconsin State Journal at Madison ran the following editorial in its July 1 edition. The editorial is printed in full for what interest it possesses:

The policies being sold by all life insurance companies licensed in Wisconsin today have a "war clause." In case the insured becomes a war casualty, the companies return the premiums paid.

But—Life insurance companies all pay off on traffic deaths. As a matter of fact, persons who buy life insurance today can—for a slight additional charge—buy "double indemnity" protection that will pay double the face of the policy should the insured die accidentally in an automobile or otherwise. Here's why this situation makes no sense:

The automobile has now outpaced war as a mass killer of Americans.

Statistics released by the Assn. of Casualty and Surety Companies last week revealed that the nation's military deaths in all our wars since the battle of Lexington in 1775 now total 1,005,600.

But since the first traffic death 52 years and nine months ago, 1,018,500 men, women, and children have died in highway accidents. When the Korean war started, the military death toll since 1775 totaled about 986,260, while automobile accidents had claimed 944,000 lives up to June 25, 1950.

G.I.-X, the millionth American soldier to die in the nation's wars, fell on the Korean battlefield last September 3 or 4. Three and a half months later Victim-X, America's millionth traffic fatality, was killed three days before Christmas.

In February, the total of lives lost in traffic accidents equaled military fatality for the first time, and since February—despite the Korean "police action"—the automobile has extended its lead in this grim race.

If, then, the automobile is a greater threat to American lives than enemy action, why do our insurance companies persist in betting against auto deaths but show a reluctance to bet on the less-frequent killed?

An insurance authority explains that life insurance mortality tables—upon which premium rates are based—include traffic deaths but do not include war deaths.

That should be an easy matter to remedy.

Use of Income Payment

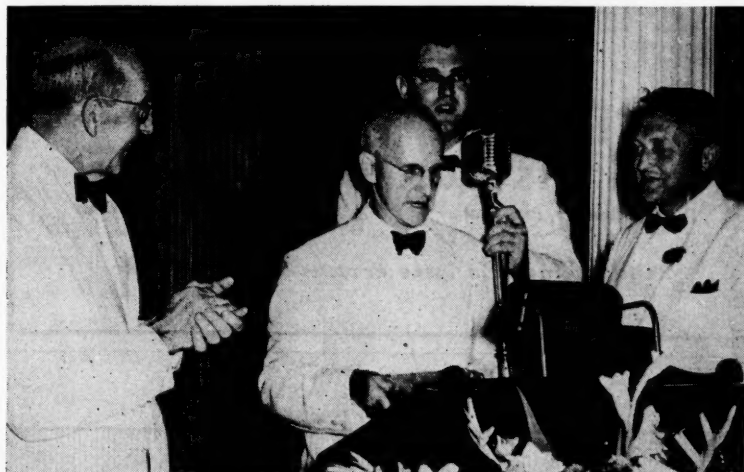
Route for Benefits Grows

Proof that the idea of income use of life insurance benefits has come about almost entirely during the span of a single generation is offered by Institute of Life Insurance. Its figures show that during 1951 nearly \$700 million of policy benefits were set aside with the companies to be paid out in income. In 1941, the total benefits set aside for income payment were less than \$400 million. Some 10 years before that the total was below \$100 million and in 1920 less than \$20 million was set aside by policyholders and beneficiaries for income payment.

Croonquist Top Producer

National Life of Vermont has appointed Neil C. Croonquist, Minneapolis, president Agent Executive Council, top company production club. Abner A. Simonton was appointed vice-president, and William C. Hartman, Jr., is the new secretary-treasurer. Both are of Atlanta.

Mr. Croonquist, E. Price Ripley, Roanoke, and Francis T. Fenn, Jr., Hartford, have qualified for the club each year since it was founded in 1947.



During the national meeting for Mutual Benefit agents at Hot Springs, A. A. Ames of Spokane received a gold plaque upon his 60th anniversary with the company. Here he is expressing gratitude to his fellows. Mr. Ames joined the company at the home office in 1892, moving to Seattle some years later. He joined the Spokane agency in 1945 and led it in volume that year. Left to right surrounding Mr. Ames are: John S. Thompson, president; John D. Brundage, director of agencies and H. Bruce Palmer, executive vice-president.

CENTRAL STANDARD LIFE

Founded 1905 — **INSURANCE COMPANY**

211 W. Wacker Drive

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All forms of Life - Accident & Health

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President



Complete- personal insurance service!

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| <input checked="" type="checkbox"/> Accident | <input checked="" type="checkbox"/> Franchise |
| <input checked="" type="checkbox"/> Hospitalization | <input checked="" type="checkbox"/> Wholesale |
| <input checked="" type="checkbox"/> Medical and Surgical Reimbursement | <input checked="" type="checkbox"/> Brokerage |
| | <input checked="" type="checkbox"/> Reinsurance |

Registered Life Protection

Republic National Life Insurance Company

Theo. P. Beasley, President

Home Office: Dallas

Life insurance in force exceeds \$380,000,000.00

NORTH AMERICAN REASSURANCE COMPANY

LIFE

and

ACCIDENT & HEALTH
REINSURANCE EXCLUSIVELY

J. HOWARD ODEN, President
110 EAST 42nd STREET
NEW YORK 17, N. Y.

AMONG COMPANY MEN

Equitable Society Advances Miller

Equitable Society has advanced Morton D. Miller, assistant actuary since 1947, to associate actuary. Mr. Miller joined the group underwriting bureau of the actuarial department in 1937, and transferred to the group annuity bureau in 1940. He became assistant mathematician in 1942, and mathematician in 1945.

Mr. Miller is chairman education and examination committee, and group mortality and morbidity committee, Society of Actuaries. He is a graduate of City College of New York.



M. D. Miller

Nettleship Succeeds Newton with Columbian National

Columbian National Life has appointed Charles F. Nettleship, Jr., 2nd vice-president and treasurer to succeed Herbert L. Newton, who retires after 47 years with the company.

Mr. Nettleship joined the company as 2nd vice-president in 1948. He entered the business as manager bond department for Colonial Life, and became secretary and director in 1942. He is past secretary and chairman financial section of American Life Convention. Mr. Newton had been treasurer since 1917.

Gallagher Retires from Northwestern Mutual Life

Joseph T. Gallagher, superintendent of claims of Northwestern Mutual Life since 1932, has retired after 36 years with the company. No successor has been named. Instead, the claims department has been reorganized as part of the secretarial department, and J. A. Boyer and R. L. Peters, assistant superintendents of claims, have become assistant secretaries.

Mr. Gallagher joined the company as assistant superintendent of claims in 1916. He is a graduate of University of Wisconsin law school.



J. T. Gallagher

Grace Assistant Actuary

Massachusetts Mutual Life has advanced Walter L. Grace, assistant group actuary, to assistant actuary. Mr. Grace joined the actuarial department in 1949, and became assistant group actuary last year. He is a fellow of Society of Actuaries, and a graduate of University of Michigan.

New N. W. Mutual Trustees

Policyholders of Northwestern Mutual Life have named Leroy J. Burlingame of the law firm of Quarles, Spense & Quarles, Milwaukee, and Donald C. Slichter, vice-president of Northwestern Mutual, as trustees to fill vacancies.

C. P. Gish in New Post

Charles P. Gish has been appointed associate agency vice-president of World of Omaha. Mr. Gish, who has over 20 years of insurance experience, was personal producer, agency supervisor, district office manager and asso-

ciate general agent with Aetna Life. He joined Guarantee Mutual Life, serving for three years there as director of agencies. Before joining World he was regional sales director for Franklin Life.

He is past president of five different life, A. & H. and general agents' and manager associations. He served on the committee which created the seal which is now used by International Assn. of A. & H. Underwriters.

New York Life Names Thomas as Assistant Group Actuary

New York Life has appointed B. Russell Thomas as assistant group actuary in charge of group annuities. Mr. Thomas has been vice-president and actuary of Pyramid Life of North Carolina.

He entered the field with the Iowa insurance department and became examiner, actuary and deputy commissioner. After three years in the navy, he became actuary in the North Carolina department for a year and then became associate actuary in the pension department of Marsh & McLennan in Chicago. He then embarked on three years of consulting work as a member of the firm of Tiffany & Thomas at Chicago.



B. R. Thomas

Life & Casualty Names Ward

Life & Casualty has named J. Truman Ward to the board. Mr. Ward recently sold radio station WLAC, Nashville, to the company for \$1,250,000. Before purchasing the station in 1934, he was company vice-president.

Prudential Appoints Dolan

Prudential has appointed James R. Dolan training consultant at Los Angeles. Mr. Dolan was formerly staff manager at Denver. He joined the company in 1946, and transferred to the district agencies department in 1948. He became staff manager in 1950.

E. J. Linderman Advanced

Central Standard Life has appointed Edward J. Linderman superintendent of agencies, industrial division.

Mr. Linderman has been in the life insurance field 14 years. For nine years he was with Prudential as agent and



"... and be sure to tell the girls, I'll be at the Lord Baltimore Hotel two days before our executive meeting in Baltimore."

assistant manager. He joined Central Standard five years ago as a field supervisor.

Prudential Names Redder, Stupak, Schilke, Takas

Prudential has appointed the following regional supervisors: Edward N. Redder, Rochester, N. Y.; Ignatius A. Stupak, Chicago; William H. Schilke, Milwaukee; Lewis Takas, Reading.

Mr. Redder joined the company at Auburn, N. Y., in 1946. He was appointed staff manager there in 1948, and transferred to the training division in 1950. Mr. Stupak went with the company at Chicago in 1940. He was named staff manager in 1949, and went to the training division last year.

Mr. Schilke was assigned to the training division in 1950, following six years as staff manager at Milwaukee. He has been with the company since 1939. Mr. Takas joined the company at Bethlehem in 1937, and became staff manager in 1947. He was appointed to the training division last year.

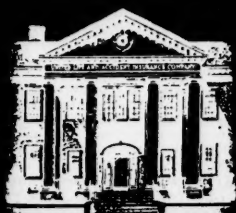
Dr. Ray E. King, on military leave from Bankers Life of Iowa, has resigned as assistant medical director. He had been with the company since 1947.

\$8293

Face value of the average of all policies placed in force by UNITED LIFE in 1951 was \$8,293.00, and in 1950 UNITED LIFE was in sixth position among the Nation's more than 500 life insurance companies with an average policy of \$7,846.00.

The scope and added benefits of every UNITED LIFE policy provide underwriter and policyholder alike with an unusual opportunity.

For particulars write to WM. D. HALLER, Vice President and Agency Manager.



UNITED
LIFE AND ACCIDENT
INSURANCE COMPANY

Concord, New Hampshire

ACCIDENT

Bankers Life of Nebraska Will Enter A. & H. Field

Bankers Life of Nebraska will enter the A. & H. field, President H. S. Wilson announced at its convention in Estes Park. No definite date has been set and Mr. Wilson said that much planning and preparation would be required before the company would be in a position to issue its first policies.

E. S. Wescott has been named director of A. & H. sales. He has been with the company since 1937. In 1938 he was named advertising manager and later served as agency assistant and director of sales promotion.

Issue Rules in Cal. to Replace "Brief Description"

Commissioner Maloney is notifying disability writing companies in California of modifications for policies in setting forth the terms of renewability and cancelability and use of a flexible grace period.

Complying with the suggestion of some companies that inasmuch as the "brief description" formerly required is no longer required under the 1951 standard provisions law, he has set forth substitutes to bring the terms of renewability and cancelability to the attention of insured. They are:

The terms of renewability (or non-renewability) are set forth in a separate provision captioned in type of the same size and prominence as the benefit provisions;

Such a separate provision is on the face page of the policy immediately following either the consideration or insurance clauses;

If the policy is cancelable, that fact is referred to in the renewable provision by a specific cross-reference to the cancellation provision;

If the policy is not both guaranteed renewable and non-cancelable, such caption must accurately describe the terms of renewability or non-renewability;

If the policy is cancelable during its term, the optional standard provision on cancellation as set forth in the insurance code, must be stated as a separate provision.

Reliance L. & C. Is Fined

Reliance Life & Casualty of Phoenix has been found guilty of illegally engaging in business in Illinois after Director Day filed suit against the concern last October. Judge Roberts of Cook county circuit court entered an injunction prohibiting the company from doing further insurance business in the state and fined it \$100.

Operations of this company first came to the attention of the department in June, 1951. Later a company representative was found guilty of soliciting insurance for Reliance L. & C.

Donate to Children's Camp

Indiana Assn. of A. & H. Underwriters has contributed \$300 for the equipment of Settlement Camp, Inc., an Indianapolis social agency camp for underprivileged children.

At the August meeting, the group will have a number of guests from the agency ranks of life companies which have recently entered the A. & H. field.

Opens New Home Office

National Service Ins. Co. has opened its new home office building at Seattle. Commissioner Sullivan was the chief speaker at the opening.

The 1952 convention of the company will be held in the new building Aug. 4-6.

Protective Life has named William Van Aartsen financial secretary. He was formerly assistant treasurer Columbian National Life.

H. H. GARRETT
Helena, Montana



Another SUCCESS STORY!

Joining the Garrett Agency of Spokane, Washington, only three years ago, H. H. "Garry" Garrett, our District Manager at Helena, Montana, has proved his field underwriting skill in the past three years by qualifying for the ONLI Leaders Club in 1950 and again in 1951. He is setting the same fast pace this year as a top-notch personal producer.

ECON-O-LIFE
plan of permanent protection for personal and business needs, the Econolife (Minimum policy \$10,000) features competitive level premium rates combined with high cash values and low net costs.

The
OHIO NATIONAL
LIFE INSURANCE COMPANY
Cincinnati, Ohio

Dovetailed
to the future

that's our NEW
GUARANTEED ESTATE BUILDER
the answer to every father's dreams for his children

- initial insurance increases to five times at age 20
- face of policy and all premiums paid returned at death prior to age 20
- guaranteed low cost—no premium increase at age 20
- life paid up at age 60

"the perfect sales package for every agent"

Regional Director Positions and General Agency Territory Available in Maryland — Virginia — West Virginia



Doorway to Protection

PHILADELPHIA LIFE
INSURANCE COMPANY • PHILADELPHIA, PA.

WILLIAM BLUETT, President • JOSEPH E. BOETTNER, CLU, Superintendent of Agencies



The real test of the worth of a sickness and accident policy comes at claim time.

So the right kind of claim service is all-important . . . to the policyholder . . . to you who stake your reputation in selling the case.

As a leader in the non-cancellable disability field, we invite comparisons of benefits . . . of premiums . . . of service. But we especially welcome your attention to the manner in which we treat the policyholder.

THE Paul Revere Life
INSURANCE COMPANY
WORCESTER 2, MASSACHUSETTS

Frank L. Harrington President
Edward R. Hodgkins, Vice-Pres. and Mgr. of Agencies

NON-CANCELLABLE ACCIDENT & HEALTH • LIFE • GROUP
Agency representation in the 48 states, the District of Columbia, Hawaii and Canada

The Name

Mutual Trust

describes the relationship between the Company and its policyholders and Field Force. This relationship has been built on:

1. A purely mutual operation.
2. A General Agency foundation.
3. Net level premium reserves.
4. Very low net cost.
5. A strong surplus.
6. Flexible settlement options.
7. Its stable territory:

Ill. • Ind. • Ia. • Mich. • Minn. • N.D. • Ohio • Wash. • Wis.
N.Y. • Conn. • Me. • Mass. • N.H. • N.J. • Pa. • R.I. • Va.

Exceptional Field Opportunities available . . .
Write to the Agency Secretary.

Mutual Trust
LIFE INSURANCE CO.

Home Office: 135 South La Salle Street, Chicago 3, Illinois

LIFE AGENCY CHANGES

Pacific Mutual Names Winn General Agent at Houston

Pacific Mutual Life has named Harlan H. Winn general agent at Houston.

He has been assistant superintendent of agencies of Travelers for the south and southwest but desired to return to Texas.

Mr. Winn entered the business at Dallas in 1929 as field supervisor of Travelers, and served as assistant manager and then manager at San Antonio, manager at Jacksonville and was manager of Travelers at Houston when he went to the home office in 1950 to take the agency department post.



Harlan H. Winn

Minnesota Mutual Life Names Four General Agents

Minnesota Mutual Life has named the following general agents: A. Leon Boulgach, Indianapolis; Hugh M. Morris, Atlanta, and Joseph D. Rogers, Baltimore. The company has also appointed Henry J. and Carl J. Woeltjen associate general agents at Savannah.

Mr. Boulgach has been in the business since 1927. Mr. Morris was formerly general agent Southern Life of Georgia at Marietta. He entered the business in 1939 with National L. & A. Mr. Rogers entered the business in 1947. He is a graduate of Johns Hopkins University. The Messrs. Woeltjen formed their agency in 1941. Both are veterans.

Ashley Goes with Browning as His Brokerage Manager

Eric W. Ashley has been named brokerage manager in the Browning agency of Canada Life at San Francisco. Mr. Ashley entered the business in Chicago with Great-West Life in 1940. He enlisted in the army in 1942 and after three years in the European theater spent five years in Austria as civilian financial adviser on the staff of Gen. Mark Clark. He returned to the life insurance business at San Francisco last year.

Southern Nat'l Names Two

Arthur L. Gibbs, who has been in life insurance work three years and was district manager of American Hospital & Life, has been appointed Wichita Falls, Tex., general agent of Southern National Life of San Antonio.

L. D. Hendrix, who has been a leading personal producer of the company, has been appointed Wharton, Tex., general agent.

Paul Revere Names Stanek

Paul Revere Life has appointed Harold A. Stanek general agent at Concord, N. H., to succeed Charles A. Stevens, who has returned to personal production. Mr. Stanek was formerly district manager at Athol, Mass. He joined the company at Concord in 1947. He is a graduate of Boston University, and a veteran.

Colonial Names Bandel, Rice

Colonial Life has appointed Arthur W. Bandel manager at Syracuse to succeed Harry W. Rice, who transfers to Trenton.

Mr. Bandel joined the company at Jersey City in 1938, and later became manager there. He subsequently moved to Newark and then to Paterson. Mr. Rice has been with the company since

1936. He was named manager at Syracuse in 1949.

Nelson to Lincoln National

Lincoln National Life has named Leonard R. Nelson assistant general agent for the Small general agency, Peoria, Ill. Mr. Nelson was formerly general agent there for Franklin Life. He has been in the business since 1947.

The John B. Lambert & Associates agency of Mutual Benefit H. & A. and United Benefit Life at Cleveland has named Robert F. Kelly as assistant manager.

Northern Life's Tower Club Holds Meeting at Seattle

Northern Life's Tower Club held its meeting at Seattle as a "Homecoming in '52." Based on production, R. H. Goodwin of Seattle is club president, Raman Beatty of Yakima, 1st vice-president, and C. W. Goodwin, Seattle, 2nd vice-president.

Irving Morgan, executive vice-president, presided at the opening session. The message of President D. M. Morgan was followed by the talks of Tower Club officials and introduction of club members.

Afternoon speakers were L. J. Myklebust, director of training; K. E. Pearson, Tacoma; G. N. Wright, Jr., Great Falls; Max Berg, Fresno; W. K. Boardman, Alaska, and J. C. Long, Oregon supervisor. A question and answer forum was presented by W. F. Horne, H. W. Morrill, A. L. Whetstone and M. W. Peck of the home office.

The second morning was devoted to a men's fishing outing and there was a dinner in the evening. The final day was given over to a chartered train excursion to Vancouver, B. C.

White Appoints Creighton

The White agency of Prudential at Los Angeles has appointed Robert L. Creighton assistant manager in charge of the detached agency at 735 State street, Santa Barbara. Mr. Creighton has been with the agency since 1948. He is a graduate of University of Southern California.

Massachusetts Mutual Life has appointed C. E. Tussey associate general agent for the Woods general agency, St. Louis.

Sun Life of Canada Changes

Sun Life of Canada has eliminated the graded death benefit for ages under 5 in its junior adjustable plan. The company has also revised rates for waiver of premium benefits, and introduced a new benefit providing waiver of benefits to age 25.

RECORDS

Paid production for June for Equitable of Iowa totaled \$9,810,197, a gain of 29% over June of last year. Production for the first six months has reached \$57,876,558, bringing the in force total to \$1,192,773,826.

Universal Life & Accident, marking its 25th year in June, totaled \$3,321,612 in industrial and \$865,256 in ordinary paid production for the month. The record \$4,186,868 brings company insurance in force to \$75 million.

National Life of Vermont showed an increase of 11% in new paid business and 13.53% in annualized premiums for the first six months, compared to last year. It was the highest volume of sales for any comparable six months in its history. Sales totaled \$68,529,171 compared to \$61,738,966, and annualized premiums amounted to \$3,012,081 compared to \$2,652,049. Insurance in force June 30 was \$1,264,980,508.

Paid production for the first half for Philadelphia Life totaled \$20,073,574, an increase of 17% over the first six months of last year, and a company record. Insurance in force is up 16% to \$175,149,086.

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New York Rules Against Group Expense Payments

The New York department has ruled that an insurer may not make or agree to make payments to an applicant, policyholder, or third party for reimbursement of expenses incurred in connection with the solicitation, issuance or administration of group coverage, or for other purposes related to such group insurance. This doesn't prohibit dividends or experience-rating adjustments or reasonable payments to persons other than policyholders, retained employed by the insurer to handle services normally performed by it and which do not represent merely the shifting of functions relating to the administration of the group coverage from the policyholder to the insurer.

Howell Heads Companies 213 Technical Committee

Valentine Howell, executive vice-president and actuary of Prudential, has been named chairman of the technical committee of the companies on section 213.

THE NATIONAL UNDERWRITER stated in-

WANT ADS

Rates \$13 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

AGENCY SUPERVISOR WANTED

We are an Illinois Company and we want a man who can extend our production force for us in Illinois. Outstanding opportunity for the man who can produce results. Compensation is based on salary, bonus and necessary traveling expenses. All inquiries treated confidentially but give full particulars as to age, experience in the life insurance business and expected remuneration. Address L-91, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED — LIFE ACTUARY

A leading Life Insurance Company located in Mexico City is seeking the services of a Chief Actuary offering a generous salary and senior officer status. Prefer Fellow or Associate of the Society of Actuaries of the U.S.A., or the Canadian Association of Actuaries or the Institute of Actuaries of Great Britain. Excellent living conditions and extremely low income taxes. Kindly furnish complete work experience record and personal data and photograph. Address M-29, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

ASSISTANT MANAGER WANTED

For Cincinnati, Ohio Agency—will spend half of time in organization recruiting and training and half of time for personal production. Good salary, bonuses and commissions. Perfect spot to obtain an agency of your own within 2-3 years. State past experience and production record. Here is a REAL OPPORTUNITY. Address M-32, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

LIFE SALES MANAGER

Progressive A & H Agency in Los Angeles seeks experienced Life Sales Manager to install Life Department and build it from the ground up. Prospects available in the form of thousands of A & H buyers. High commission and overtime basis. Write in confidence to Box M-39, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

correctly last week that James H. Brad-dock, actuary of New York Life, had been named chairman of the technical committee. His name was first on the list of committee members, who were listed alphabetically, but the announcement did not say he was chairman.

Group Committees Confer at New York

A full-dress meeting of the special group committees of National Assn. of Life Underwriters, Life Insurance Assn. and American Life Convention was held at New York City.

While the conference was necessarily almost entirely of an exploratory nature, such evidence has filtered out of the meeting testifies to a highly, harmoniously, cooperative, and open-minded attitude on the part of everybody in attendance. Any minor failure to see eye to eye were between company people rather than between the companies on the one hand and the agents on the other.

There appears to have been a very real recognition of the problems the life insurance business faces in the expansion of group business, particularly the virtual absence of limits on highly paid executives.

There was evidence of full realization that the committees are dealing with problems of the broadest possible institutional importance. There appears to be every reason to believe that constructive legislation will grow out of the conferences of these committees, even though it is now far too early for anyone to have any idea what form the legislation will take.

Increases Annuity Limit

Pacific Mutual Life will now issue retirement annuities up to the amount which an annual premium of \$3,000 will purchase.

Custer Agency Expands

The Custer agency of Massachusetts Mutual Life at Springfield, Mass., has assumed more than 50% of office space in the Viowilbet building.

The expansion was prompted by the increase in new business since last year. Production for the first six months was up 91% over the first half of last year.

National of Vt. Leaders

The 10 top agencies of National of Vermont for the first half year in order of business produced were: Manchester, N. H., Atlanta, New York City-Hodes, Los Angeles, Chicago-Johnson, Virginia state agency, Roanoke; New Canaan, Conn.; Binghamton, N. Y.; Detroit and Philadelphia.

Lane Is Oakland President

William A. Lane, manager of Metropolitan at Oakland, Cal., has been elected president of the general agents and

managers section of Oakland-East Bay Life Underwriters Assn., succeeding James L. McDonnell, Guardian Life. Louis A. Schrepel, American National, is vice-president and L. Edwin Wang, Standard of Oregon, secretary.

Charles W. Ladd has joined John A.

Mixer in his general insurance agency at Wolfeboro, N. H. Mr. Ladd, who was New Hampshire manager of Connecticut General Life for 10 years, is a past president and now a director of New Hampshire Life Underwriters Assn.

DON'T FENCE THEM IN!

MANY good prospects hesitate to assume long-term, high premium commitments when times are uncertain. That's one reason endowment sales are down while national savings averages are up.

It's also a reason why buyers like our new Multiple Benefit Savings Policy.

This endowment-like policy helps a man save money when he can, without forcing him to save in years when he can't. The premium can be reduced (as much as 75%, depending on issue age) without endangering the life insurance.

The owner never feels fenced-in with this flexible premium feature.

"A Star in the West..."☆



Occidental
Life

INSURANCE COMPANY OF CALIFORNIA

HOME OFFICE • LOS ANGELES
W. D. STANMARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO"

Convention Dates

Sept. 22-24, Life Office Management Assn. conference, Chalfonte-Haddon Hall, Atlantic City, N. J.

Sept. 22-25, National Fraternal Congress, Sheraton Plaza hotel, Boston.

Sept. 25-27, Institute of Home Office Underwriters, Netherland-Plaza hotel, Cincinnati.

Sept. 29-Oct. 1, Bureau of Accident & Health Underwriters, annual, Grove Park Inn, Asheville, N. C.

Sept. 29-Oct. 1, Life Insurance Advertisers Assn., annual, Mount Royal hotel, Montreal.

Oct. 7-10, American Life Convention, annual meeting, Edgewater Beach hotel, Chicago.

Oct. 23-25, Midwest managers conference, sponsored by Indianapolis General Agents & Managers Assn., French Lick Springs hotel, French Lick, Ind.

Nov. 17-21, L.I.A.M.A. annual meeting, Edgewater Beach hotel, Chicago.

May 5-7, large companies spring conference of L.I.A.M.A., Westchester country club, Rye, N. Y.

ASSISTANT ACTUARY

QUESTION: Are you the able, realistic type of person that is looking for a position in the group actuarial field with a substantial, progressive company in the mid-west — one of the large group writing companies?

If you have completed at least five of your actuarial examinations and have had some experience (not essential) in the Group Annuity Field, please get in touch with us. The position is assistant to the Group Actuary with a salary commensurate with experience and qualifications. It offers a very bright future. All inquiries confidential. Please give full particulars as to experience, training, education, and personal qualities. Send your reply to Box M-23, The National Underwriter, 175 West Jackson Blvd., Chicago 4, Illinois.

NEWS OF LIFE ASSOCIATIONS

J. Lester Sharp Named New Oklahoma President

Oklahoma Assn. of Life Underwriters has named J. Lester Sharp, John Hancock, Tulsa, as president to succeed Albert B. Irwin, Northwestern Mutual, Oklahoma City. H. I. Buchheimer, New York Life, Ponca City, was made first vice-president; Phil Noah, American National, Oklahoma City, 2nd vice-president; Claude Bradshaw, Mutual Life, Stillwater, 3rd vice-president; Tom Kennan, Metropolitan, Oklahoma City, secretary; Lloyd Roberts, Mutual Life, Oklahoma City, national committeeman; Homer Jamison, Equitable Society, Oklahoma City, association manager.

The first leadership training school was held at Tulsa July 12 for new officers at Tulsa, Muskogee and Bartlesville. The second will be held at Oklahoma City some time in August for the Oklahoma City, Ardmore, Lawton, Stillwater, Ponca City, Enid and El Reno associations.

Hold Mo. Training School

The first of two leadership training schools held under Missouri Assn. of Life Underwriters was held at St. Louis under the direction of President William King. The second school is to be held at Kansas City on a date still to be decided. It will be directed by Sam C. Pearson, Northwestern Mutual, second vice-president of the state association.

At the St. Louis meeting Adam Rosenthal, General American, former president of the state association, discussed "Publicity and Public Relations," and R. H. Bennett, General American, president of the St. Louis association, talked on "Program and Meetings," and "Membership."

Elmer W. Pound, Fidelity Mutual, St.

Louis, reviewed the educational program of N.A.L.U., the L.U.T.C. and the C.L.U. courses and the affiliated work at various colleges, notably Purdue and Southern Methodist. Cecil Montague, Equitable Life of Iowa, immediate past president of the St. Louis association, and Forrest Crane, retiring president of the Columbia association, discussed the work of an association president.

Thomas A. Gallagher, Prudential, St. Louis, led a round table discussion on legislation.

Nebraskans Elect Eisenhart

Nebraska Round Table has elected the following officers: Chairman, Carroll Eisenhart, Massachusetts Mutual, Omaha; vice-chairmen, Rudge Vifquain, Bankers Life of Iowa, Lincoln, and Glen W. Stewart, Bankers Life of Nebraska, Lincoln; secretary-treasurer, Ed Wurth, Connecticut Mutual, Omaha.

Hits Two Birds; Keeps Stone

Only through life insurance can a man kill two birds with one stone and get the stone back, Robert L. Clark, manager California-Western States Life, Houston, declared at a meeting of Austin (Tex.) Assn. of Life Underwriters.

The Pennsylvania association is pushing hard for huge attendance at the annual meeting of National Assn. of Life Underwriters at Atlantic City, Sept. 7-12. Each of the 35 local associations is appointing local committees to promote attendance.

St. Petersburg, Fla.—John E. Thomas, general agent Protective Life, was elected secretary-manager Florida assn.

Moberly, Mo.—New officers of the North Missouri association are: President, John M. Arnold, Metropolitan Life,

Moberly; vice-president, John R. Widmer, Union Mutual Life, Salisbury; secretary, E. W. Scott, Mutual Life.

Hannibal, Mo.—The Northeast Missouri association has elected these officers: President, Thomas Guhman, Metropolitan Life; vice-president, Paul Gore, Northwestern Mutual; secretary, Lyle Hodgson, Prudential.

Orlando, Fla.—The following officers were elected: Henry G. Robins, president; Ivan J. Mitchell, district manager Prudential, vice-president; Harry Marshall, secretary, and John E. Thomas, general agent Protective Life, treasurer.

Dayton, O.—Homer H. Ellis has been elected president, succeeding J. A. Blandford; Bryson V. Burns, first vice-president; Arthur E. Hild, second vice-president; Walter H. Grundy, secretary and national committeeman, and Robert D. Smith, state committeeman.

Tampa—William R. McKemie, Acacia Mutual Life, has been elected president. Vice-presidents elected are T. P. McIntyre, Independent L. & A.; Fred Dudeney, Connecticut Mutual Life, and E. C. Middlebrooks, Metropolitan. Jackson Erwin, Peninsular Life, is the new secretary-treasurer.

Stillwater, Okla.—C. R. Millard, New York Life, has been elected president; H. A. Graham, Mid-Continent Life, vice-president; Paul Newkirk, Prudential, secretary; Leonard G. Herron, Massachusetts Mutual, national committeeman.

Ardmore, Okla.—Larry S. Dowd, Pacific Mutual, has been elected president; S. F. Overturf, Union Life, vice-president, and George Holloway, Mutual Life, secretary.

Seattle—Robert K. Rolfsness, Pacific Mutual Life, has been elected president. Other officers elected are Tom C. Logan, New York Life, vice-president; Franklin G. Stull, secretary, and Noyd A. Leonard, treasurer.

Columbus, O.—Robert H. Wessels, manager of Metropolitan Life, has been elected president; Richard Gross, Equitable Society, vice-president; S. S. Loyer, Bankers of Iowa, secretary; Fred Exline, Connecticut General, treasurer; Emmett W. Milholland, Ohio National, national committeeman, and Cliff Wharff, New England Mutual, state committeeman.

ment had been given to Fred A. Johnson, supreme Archon Royal League, and it was reported in THE NATIONAL UNDERWRITER that he had made the presentation. However, the date selected interfered with Mr. Johnson's presence because of a board meeting of his organization and Mr. Knight stepped in as a pinch-hitter.

Brundage, Monroe, Heitzeberg Moved by Mutual Benefit

John D. Brundage, director of agencies of Mutual Benefit Life has been granted a leave of absence to assume temporary management, effective Sept. 1, of the New York City agency at 225 Broadway formerly headed by John Poinier, resigned. During Mr. Brundage's absence his agency department duties will be assumed by Charles G. Heitzeberg as director of field supervision.

At the same time Stuart A. Monroe, now associate general agent of Solomon Huber agency in New York City, will join the home office as director of field supervision.

Mr. Brundage joined the company as sales service manager, became assistant superintendent of agencies in 1947, regional superintendent of east coast agencies in 1949, and director of agencies in 1950. He is a lieutenant-commander in the naval reserve, secretary-treasurer and a director of the New Jersey Heart Assn. and a director of the American Heart Assn.

Joined Company at St. Louis

Mr. Heitzeberg joined the St. Louis agency in 1939, went to Detroit as assistant to the general agent, served as assistant secretary of the War department general staff, returned to the Detroit agency in 1945, became director of agency supervision in 1950, was granted a leave of absence in 1951 to serve as special assistant to the deputy undersecretary of state for administration, and returned to the company last March as director of field supervision. He is a C.L.U. and holds the C.L.U. management certificate.

Mr. Monroe is a member of the New York Bar, a C.L.U. instructor, and co-chairman of the practical estate planning course at the New School for Social Research in New York City.

Zimmerman Tells French Group of U. S. Developments

Charles J. Zimmerman, managing director of L.I.A.M.A., addressing a new French group, which is somewhat the equivalent of his organization, at Monte Carlo, said that "in Canada and the United States we have been endeavoring to bring the benefits and services of life insurance in all forms of personal insurance to the public through the agency system, with particular stress on the developments of the full-time career underwriter. There can be no question of the fact that the agency system has brought us closer to meeting our social responsibilities in making the services of life insurance available to the public than any system which has yet been devised."

OPPORTUNITY FOR CAREER PEOPLE

If you are interested in making Life Insurance selling your career, If you want to become a Life Insurance Counsellor instead of a peddler of \$1000 policies,

If you want to make more money; then write to

J. Allen Porterfield, Field Manager
EQUITABLE RESERVE ASSOCIATION
Neenah, Wisconsin

(Good territory open for men or women in Illinois, Michigan, Minnesota and Wisconsin.)

FRATERNALS

Aid Association Concludes Three-Day Sales Conference

Aid Assn. for Lutherans has just concluded its 1952 sales conference at Appleton, Wis. The three-day meeting, held in the new 10-story home office building, was attended by more than 260 agents and their families.

Speakers and topics at the closing session were Carl J. Rennekamp, Seymour, Ind., "I Sell Life Insurance"; Ervin Tobeck, Hopkins, Minn., "Confidentially Yours"; Elmer E. Bartling, Watertown, S. D., "Why I Have Been Successful as an A.A.L. Representative," and Paul Rohrke, Norfolk, Neb., "Faith Not Only Hope—and Never Charity." Talks were also given by William H. Zuehlke, treasurer, and G. D. Ziegler, chairman.

Mid-conference talks were given by William O. Meissner, Buffalo, N. Y.; Fred C. Bammel, West Bend, Wis.; Fred Woidneck, San Gabriel, Cal., and B. E. Mayerhoff, Appleton. Alex O. Benz, president; Herbert G. Benz, agency director, and Walter E. Beinke, Chester, Ill., spoke at the opening session.

Aid Association Moves Fast

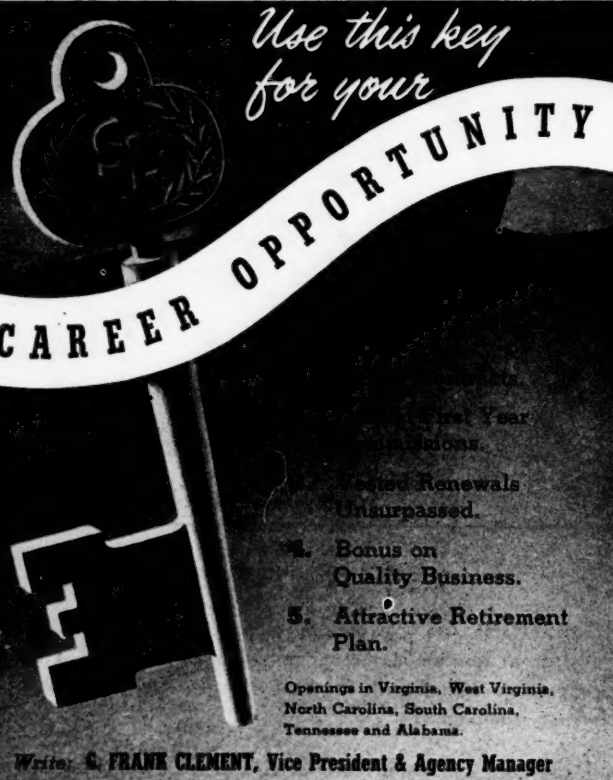
Aid Assn. for Lutherans moved into its new 10-story building at Appleton, Wis., in a week-end moving operation completed in about 42 hours. The move was facilitated by detailed drawings of each floor. All furniture and equipment was coded and moved directly into place. Public inspection of the new home office is planned.

Knight Made Presentation

It was Lendon Knight, general attorney for Royal Neighbors, who presented a bloodmobile donated by National Fraternal Congress to the Red Cross at Fort Wayne, Ind. The original assign-

Use this key
for your

CAREER OPPORTUNITY



1. Bonus on Quality Business.

2. Attractive Retirement Plan.

Openings in Virginia, West Virginia, North Carolina, South Carolina, Tennessee and Alabama.

Write: G. FRANK CLEMENT, Vice President & Agency Manager

Shenandoak Life
INSURANCE COMPANY, INC.

ROANOKE 10, VIRGINIA ★ PAUL C. BUFORD, PRESIDENT

Sales Ideas That Work

DON'T FORGET "HARVEY"

Sales Miss if Agent Ignores Prospect's Invisible, Illogical, Sensitive Alter Ego

Though delivered at a meeting of general insurance men, the talk on "The Three S's of Salesmanship" given by William W. Ellis, field supervisor of Aetna Casualty at the recent meeting of the New England Associations of Insurance Agents at Bretton Woods, N. H., had a lot in it that is applicable to life and A. & H. selling.

Mr. Ellis' three S's are:

Say it in English.

Serve a sales meal for two.

Say "buy" before "bye."

Salesmen are under a strong temptation to use technical words that are familiar to them but mean about as much to the prospect as if they were so much Japanese, said Mr. Ellis.

"It is said that the average citizen has about an 800-word vocabulary," he remarked. "I think we can safely assume that such insurance terms as reimbursement, principal sum, spouse, indemnify, and coinsurance are not to be found in this 800-word vocabulary. In the sale of an accident policy, the prospect is not very intrigued with the fact that should he be unfortunate enough to be killed in an accident his wife will receive a substantial principal sum. He is apt to be more interested in the fact that if such an event should occur his wife would receive a check for \$10,000 within a few days following his death and this would provide an emergency fund that would make life easier for her."

Even a fairly non-technical word like "spouse" can give a prospect a completely cockeyed idea of what the agent is trying to tell him. Mr. Ellis told of one such incident.

"If the agent had questioned the prospect's wife's ancestry it couldn't have had a more startling effect," said Mr. Ellis. "Evidently the prospect had never heard the word 'spouse' before and I have wondered since what he thought the salesman was talking about. I half expected the prospect to say, 'Smile when you call the little woman a spouse.'"

"It is often a tempting thing to impress a prospect with our technical vocabulary but it is a common said error in the art of salesmanship. If you think this is an error which you have

practiced in the past, before you go in to see your next prospect say to yourself, 'Say it in English.'"

It is easy to see this error when it shows up in a non-insurance field and Mr. Ellis cited some samples of soap and clothing advertising that mystified rather than informed the readers. Some years ago an advertising agency did some research. The term "bountiful lather" meant "heavy" to 12% of the housewives, "light" to 9% and "lots of" to 9.25%. The other 69.8% hadn't the slightest idea what the phrase meant. The term "zephyr weight" in a clothing advertisement meant precisely nothing to 61% of these same housewives. "Carbohydrate content" in another advertisement had 75% of the housewives mystified. Such words as coagulate, condensation, and desultory stumped all of them.

In "Serve a sales meal for two" Mr. Ellis' point was that every prospect is in a sense two persons. One of these he dubbed Henry—the rational man, "the man we see and talk to, the man that is most obvious to us as we enter the prospect's office." But there is also the other fellow, the unseen prospect, whom Mr. Ellis called Harvey, after the unseen but enormously influential six-foot rabbit in Mary Chase's hit play. Salesmen are prone to forget about Harvey—but they do so at risk of flubbing the sale.

"Henry represents the mind of the prospect, Harvey the prospect's heart," said Mr. Ellis. "Many authorities on salesmanship agree that the heart, or Harvey, has at least 60% of the influence on the decision to buy or not to buy, so it is pretty obvious if Harvey is overlooked—if we fail to serve a sales meal for two, we are in great danger of losing the sale."

"Henry is impressed by logical buying reasons. For instance, a very effective sales device in selling accident insurance is to ask the prospect—in this case Henry—whether or not he carries adequate fire insurance on his home. He will invariably say 'yes' to this one, and having nailed him down on that, the salesman proceeds to ask him what made his home possible. There is no other logical answer to this one than to say that his income—his earning ability—has made the home possible."

Back of the Name

Lutheran Brotherhood

★ STANDS

the A. C. LUNDRING AGENCY of Southern California, with headquarters in Pasadena, a growing, successful group of Life Career men. In 1951, this most progressive agency placed and paid for \$2,268,000.00 in new life insurance on Lutheran residents. Mr. Lundrington and his associates enjoy a background of training and experience which places them among the leaders of our recognized life insurance counselors.



*235,488 members insured for \$376,144,544.00. This is a Lutheran Society, thirty-four years old . . . and there is a successful "Life Career" for you too at our sales representative to all Lutherans in your local area. Check the offer we can make for you . . . decide now . . . write today! Address your letter to the Supt. of Agencies . . .

This Is YOUR Life Insurance Society

LUTHERAN BROTHERHOOD
LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS

Carl F. Granrud, President
608 Second Ave. So., Minneapolis 2, Minnesota

PROSPECT IS TRAPPED

"At this point the salesman really has Henry in his power because the answer to the next question must invariably be 'yes,' that question being, of course, 'Well, Henry, if you are convinced it is wise to completely insure the product of your earning power, isn't it entirely logical to insure your income which made your beautiful home possible?'"

"Now that the trap of logic has been sprung, it would seem reasonable, wouldn't it, that Henry must buy your accident policy and when he doesn't buy we wonder how Henry could possibly escape. Well, the answer invariably is that you have overlooked Harvey. Harvey is always consulted before the decision is reached whether to buy or not to buy. If we confine our sales presentation entirely to Henry, poor old Harvey feels neglected and hurt."

Harvey, said Mr. Ellis, hungers especially for recognition. No matter how far along Henry and Harvey are in the business scale, Harvey wants to be recognized. For example, if the agent were to call on a prospect and just that morning there had been a newspaper

Reinsurance

Reinsurance: effective device to increase CAPACITY and SECURITY. Our special business since 1914.

Employers Reinsurance Corporation

KANSAS CITY
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES



People are doing something about the weather in the South!

People aren't just talking about the weather in the South, business and industry are doing something about it! Not changing it, of course—just taking advantage of it.

Thousands of businesses have found that a weather "profit" can be made in this area, which has a year-round temperature average of 60.9 degrees.

These industries, producing all kinds of products, have found that the South's favorable climate, uncrowded cities and towns, pleasant year-round operating conditions, and abundant labor supply make for a profitable investment.

Another sound investment is life insurance. Liberty Life's business is to protect and insure the people of the Southeast. During its 47-year history, the company has had a steady and healthy growth, and the qualified representatives of Liberty Life, from the Potomac to the Gulf of Mexico, are helping people in all walks of life to invest in security and protection.



FOUNDED 1905

LIBERTY LIFE

INSURANCE COMPANY

Home Office

GREENVILLE, SOUTH CAROLINA

Over \$500,000,000 Insurance in Force

account saying Henry had been elected president of his Rotary Club, Harvey is going to feel a little hurt if that isn't mentioned by the agent.

"If Henry is a vice-president of some corporation and you refer to him as an

assistant secretary, Henry will not be particularly disturbed, but Harvey will," Mr. Ellis warned. "Harvey is very much interested in seeing that Henry's ego is not deflated in any way. One of the sad mistakes of selling is to assume that the prospect is going to have difficulty with the premium. Even though it is true, Harvey doesn't want you to mention it to Henry. Harvey wants Henry to appear adequate in any situation and any inference on the part of the salesman of any inadequacy on Henry's part is apt to make Harvey turn thumbs down on you as a salesman. I don't think there is any doubt whatever that the salesmen who are thoughtful, courteous, and conscious of the feelings of others are generally the most successful."

Justification for his actions is another type of sales "food" that Harvey yearns for, said Mr. Ellis. The treasurer of a corporation has to justify his actions to the president or the board of directors. An individual may have someone at home to whom he will find it necessary to explain why he bought a certain product and if the salesman fails to supply the means of justifying or rationalizing a purchase he finds that Harvey is disappointed.

"I think we should all be very conscious of this tendency to rationalize and be prepared with buying reasons which will apply not only to our friend Henry but which Henry and Harvey can use to explain the purchase to others," said Mr. Ellis. "Again illustrating through the sale of accident insurance, I would point out to the prospect that he will find the medical reimbursement feature of tremendous value not only for himself but for his wife, that when he is taken to the hospital in an ambulance his wife will have enough trouble without having to worry about the bills that will come in for the hospital, doctors and nurses. I would make that point very strong, and when his wife asks why he spent \$75 for an accident policy instead of a new evening gown for her, he can explain that it was all done for her own good."

Mr. Ellis' third and final point was a plea for a good, strong close.

"My motto is, 'Any close is better than no close at all' and if you have ever had your clothes stolen when you were in the old swimmin' hole and had to resort to a barrel, I'm sure you will agree," he said.

However, Mr. Ellis' material on closing was not particularly applicable to life insurance agents, who are trained to close early and often as a matter of course, whereas many general insurance agents are unaware of how many sales misfire because the agent has failed to ask the prospect to buy.

Much Concern Felt Over Uniform Accounting Threat

(CONTINUED FROM PAGE 1)

will be a mediocre compromise, satisfactory to nobody, in the effort to attain the semblance of uniformity.

It promises to be a hard-fought battle, for Superintendent Bohlinger is convinced that the New York department needs authority to require uniform accounting in the interest of equity among different groups of policyholders and as a means of doing a job of state regulation that will give the federal government no excuse to say it must step in because state regulation is falling down on the job.

On the companies' side there is an equally strong determination not to accept what they consider a straitjacket that would prevent each company from developing the accounting system it found by experience and study to be the best for its own particular situation, and improving it constantly in the light of further experience and research.

In this connection one accounting executive cited the convention form of annual statement blank, which underwent no substantial improvement in some 75 years, while the limited changes

that went into effect last year took an inordinate amount of time and effort, while still falling far short of the improvements that should have been made.

(Future articles will give in greater detail the reasons life company accounting executives consider uniform accounting impracticable. The experience of the fire and casualty companies with uniform accounting in trying to forestall it and then in trying to live under it, will be discussed.)

Keener Competition Seen for Disability in N. J.

(CONTINUED FROM PAGE 1)

of claims. In 1950, in California, on the non-occupational disability business, the private insurers had earned premiums of \$31,724,408, but they sustained an over-all loss of \$603,368. Benefit losses incurred were \$24,505,988. In 1951 premiums earned were \$40,701,642 and benefit losses incurred \$32,322,114. However, in 1951, the companies sustained a smaller over-all loss, \$352,121. The difference is represented by a big cut in dividends. These were reduced by half, which means that the cost to employers was that much more.

Steady Premium Increase

There has been a steady increase in premiums in recent years in California and New Jersey due to several factors, but principally to the fact that the unions have been urging it. The addition of hospital, medical, surgical, and like coverages have put a considerably higher value on the insurance, in the eyes of employees.

One prognostication is that New York, which currently is on a 13 week benefit basis, will go to 26. The maximum in California, New Jersey and Rhode Island is 26 weeks. Observers also anticipate that other states will adopt disability laws of some kind in the next few years. Those expected to move first are Connecticut, Maryland, Pennsylvania. In those states, it is apt to happen in the next year or two.

One thing has been pretty clearly demonstrated. That is that the disability laws have accomplished their purpose so far very well, the insurance of workers for disability. The insurance business has done a good job. It is a fact, however, that a great proportion of the people will not buy this sort of coverage voluntarily — some of them will, but many of them will not. This has come to be pretty generally recognized.

New Unique Manual Gives Data on 470 Companies

(CONTINUED FROM PAGE 2)

The dividend and cost data, and the surrender value information, far exceed that provided in any of the smaller pocket reference services. Especially important is the extra information provided on smaller companies, data on unusual contracts, etc., much of which is not available anywhere else, and in the numerous sub-sections covering juvenile insurance, industrial, single premium contracts, annuities, social security, and national service life insurance.

Large, medium, and small companies are all treated in this widely-used "standard of authority." There is even a special listing of companies that have gone out of business, changed their names, or merged since 1920. A special table ranks 472 companies—just about all that have over \$1 million in force—and many other unusual features, too numerous to list except in a complete index, are also provided in this amazingly complete reference book. The entire volume is carefully indexed by topics and by companies. Advance orders are now being delivered. Extra copies for early delivery may be ordered from The National Underwriter Co., statistical division, 420 East Fourth St., Cincinnati 2, Ohio, or any National Underwriter office. The single-copy price is \$8.50, plus postage.

The Columbus agency for Ohio State Life led all company agencies in paid production for the first quarter.

Agents Harder to Get, Easier to Lose

(CONTINUED FROM PAGE 2)

with the prospective agent is extremely important. He described the association's selection interview blueprint which has been in use for about a year and which guides the interviewer to learn more about his prospect.

On supervision, Dr. Wallace had some data on two other L.I.A.M.A. research tools. The first was the sales method index and its use in the Life Underwriter Training Council. The index is an analysis by the agent of his last 10 paid sales and has been completed by thousands of L.U.T.C. students.

He said, "We have just completed a study of one group who filled out sales method index forms in 1950. These men had less than one year's experience before entering L.U.T.C. We called those who produced at the rate of \$300,000 per year the success group, and the failures those producing below the rate of \$150,000 per year. We found these differences in their last 10 sales:

"Sixty-eight % of the lower production group's clients had incomes below \$4,000, compared with 33% of the upper group.

"In the lower group, for 40% of cases, the agent was two years older than his client. In the upper group, this figure was 31%.

"The failures made only 37% of their sales to married males, while the successes accounted for 83% of their sales in this market.

"Seventy-nine % of the lower production group's sales were to men with less than \$10,000 of life insurance before this sale. Fifty-eight % of the upper group's cases fell in this category.

"Almost half, 43%, of the failures' sales were to men with no dependents, compared with 15% of the successes' sales.

"Here we see our failures working like beavers trying to make sales to people who don't need or can't buy life insurance. Furthermore, in our most recent study, we have included cases where the sale was not made and have asked, 'Why did you fail to make the sale?' The answer in the great majority of cases was, 'He didn't have the money; he didn't have the need.'

"So it is clear that the successes approach better people. They sell more programs, set up more settlement options, spend more time in the delivery interview. In short, they use better methods."

Glasser Pushes Group for Dependents, Retired Men

(CONTINUED FROM PAGE 7)

life coverage has almost doubled today what it was in 1947.

Among the other interesting figures he stresses is the doubling of total volume of group creditor life insurance in 1951 despite the fact that coverage had been available since about 1920. He feels the great leap during the last year is indicative of the trend and that there is a potential of at least four times the amount of group creditor life currently in force.

The way Mr. Glasser puts it, "We are living in an age of enlightened selfishness when the smart employer realizes that things that concern the families of his employees affect him."

Let Congressmen Know How You Feel, Thompson Says

(CONTINUED FROM PAGE 4)

business leaders. Strength of numbers helps, strength of company impact helps, strength of activity that makes us well and favorably known in the community helps. A higher opinion of others toward us gives us a higher opinion of ourselves and this, in turn, gives us confidence which helps us with the non-insurance public."

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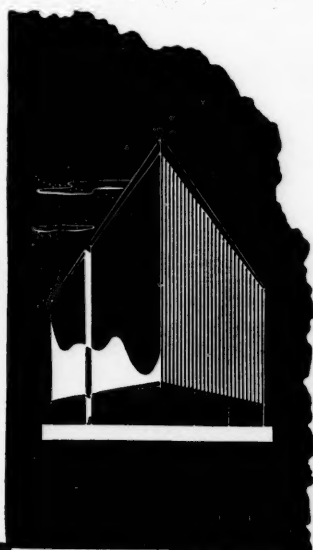


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We pay special tribute to the men in our own organization whose desire for self improvement and long hours of study have qualified them for the C.L.U. degree.

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Twenty-four Atlantic Life representatives have earned positions of honor among the 1952 winners of the National Quality Award. The Company is proud to recognize these men for their outstanding accomplishments in the field of life underwriting.

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ATLANTIC LIFE
INSURANCE COMPANY
Established 1900 Richmond, Virginia



He's an honor student— but he'll never graduate

AS ANY man whose career is serving the public in the Life Insurance business can tell you, "an insurance agent's studies never cease until the day he retires."

Keeping abreast of changing conditions is a big and important part of every agent's job. This is especially true today, with countless factors of business and government directly affecting the needs for individual and family security. For example, social security, participation in group pension or special retirement plans, as well as changing inheritance and estate laws, may affect an individual's insurance program.

This is why, to service policyholders effectively, it becomes the very real responsibility of all insurance agents to "keep posted."

Most Life Insurance companies conduct formal training programs to help agents fulfill this responsibility. For example, at Metropolitan, there is a full-time training "faculty" of about 160 whose sole job is the *continual schooling* of the Company's Field organization of 21,000 members. In addition, Managers and Assistant Managers devote a substantial amount of time each week to training activities.

The scope of the Company's training activity is shown by the fact that approximately 2,100 Assistant Managers each year receive the equivalent of three weeks of special tutoring. Approx-

imately 2,500 new Agents each year receive five to ten weeks of intensified training. Within the past two years, most of the Company's 785 Managers have received at least three weeks of special schooling.

Day in, day out for more than 21 years, this continuing program of education has helped to keep the thousands of Metropolitan Field Men and Women constantly up to date—equipped to do a *better* job of servicing the more than 33,000,000 Metropolitan policyholders.

For example, the advanced collegiate course of the American College of Life Underwriters—carrying with it the designation of Chartered Life Underwriter—has been completed by 416 candi-

dates from the Metropolitan, and another 530 have completed one or more of these C. L. U. examinations.

Yet, this more or less formal schooling is only part of the story. Above and beyond the training supplied by their Company, Metropolitan Field people are also "volunteer scholars," students on their own time. For, like ambitious and intelligent people in any business, Metropolitan representatives are anxious to improve themselves so that they can continue to render an outstanding service to the public.

We think this is as it should be, for a competent job of servicing the public is the very heart of the Life Insurance business.

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This tribute to the Life Insurance Agent appears in current issues of *Saturday Evening Post*, *Collier's*, *Time*, *Newsweek*, *Business Week*, *U. S. News and World Report* and *Forbes*.